

New Hublot boutique in Ulaanbaatar, Mongolia

This opening signals the brand's rapid expansion in Asia,
and more generally worldwide.

After five recent openings last August, in Hong Kong on Causeway Bay, Abu Dhabi in the Marina Mall, China on Shanghai's West Nanjing Road and in the cities of Dalian and Nanjing, Hublot is particularly pleased to announce the opening of its first Mongolian boutique in Ulaanbaatar. As the capital and nerve center of a resource-rich country in the midst of an economic boom, Ulaanbaatar has enormous development potential for the brand and its products. It is the 49th Hublot boutique in the world and the third in Northern Asia after Seoul and Ginza in Tokyo.

Located in the heart of the city in the Central Tower Mall on Sühbaatar Square next to the Government Palace, the Hublot boutique's 1300 square foot area offers Hublot customers a comfortable space featuring Hublot's "Black" concept design. The unique materials and the fusion of materials which are the hallmark of Hublot watches played a prominent role in the boutique's design. The polished stone floor, the black wall coverings with a full-grain-leather look, the furniture in wood and aluminum, the fittings in glass and metal as well as the sophisticated details give this boutique a resolutely contemporary look. At the entrance, a wall of screens greets visitors with a projection of events and the latest creations.

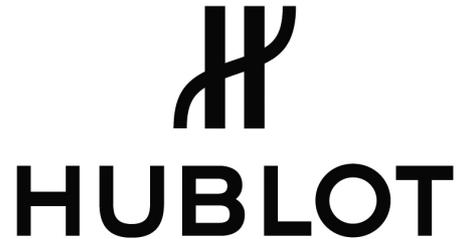
The boutique's experienced international staff offers a very high level of service to a clientele who can be received in the privacy of a convivial VIP lounge furnished with comfortable sofas, a library and bar. The final touch is provided by animated showcases developed and designed by Xavier Dietlin, which catch the eye and drive home the brand's image of dynamism and innovation.

"With this first boutique, and thanks to our Mongolian partner Madame Darima Tumor of Chevalier LLC, we are proud to establish Hublot in Mongolia and I am sure of the brand's future success in this country. This new boutique is a perfect reflection of the brand DNA. With its fusion of materials, respect for tradition, creativity and innovation, this exclusive environment will be the perfect setting for welcoming and taking care of our customers," noted **Hublot CEO Ricardo Guadalupe**.

In addition to certain limited editions, the Hublot boutique will be in a position to offer practically the whole range of Hublot's watch collections including the Big Bang and Tutti Frutti, King Power, Classic Fusion and Masterpieces.

HUBLOT BOUTIQUE

Central Tower 201a
Sukhbaatar Square 2
Sukhbaatar District 8
Ulaanbaatar 14200
Mongolia
Tel: +976 77009793
Fax: +976 77009793
Email: boutique@chevalier.mn



About Hublot

“Hublot? A different way to progress,” say those familiar with this unique Swiss watch company, where each moment streams into the next at lightning speed. A dream of growth established and developed by Hublot's Chairman Jean-Claude Biver alongside CEO Ricardo Guadalupe, who have turned the Hublot brand into a true success story with the Big Bang, King Power, Classic Fusion and Masterpieces as symbols of a constantly evolving tradition.

From grand watchmaking complications and research on and creation of revolutionary materials to international collaborations such as FIFA World Cup™, Ferrari and Formula One™, Hublot practices the “Art of Fusion”, bridging the gap between watchmaking tradition and cutting-edge technical developments, between the past and the future.

On the sales front, the network of approved retailers has seen rapid growth and currently stands at some 700 outlets and 49 exclusive boutiques in the most prestigious locations (Geneva, Cannes, Saint-Tropez, Paris's Place Vendôme, Berlin, Moscow, New York, Miami, Beverly Hills, Las Vegas, Singapore, Shanghai, Beijing, Hong Kong, Dubai, Abu Dhabi, Kuala Lumpur, Ginza... and now Ulaanbaatar in Mongolia). ***For more information on Hublot, please visit www.Hublot.com.***