



????

## HUBLOT & FC BAYERN CELEBRATE OPENING OF BOUTIQUE IN MUNICH!

Yesterday evening in Germany, Jean-Claude Biver, Chairman of Hublot, with Karl-Heinz Rummenigge, President of the FC Bayern Munich, cut the symbolic ribbon of the beautiful new Hublot Flagship store in Munich.

Holding true to Hublot's tradition of sharing success, the evening was dedicated to a good cause: Hublot was able to stage a fundraising kick-about in the boutique's inner courtyard. Playing a fun game, Bayern Munich footballers - Franck Ribery, Philipp Lahm, Manuel Neuer, Bastian Schweinsteiger, Xherdan Shaqiri raised 23'000 Euros, this amount was doubled by a personal donation from Mr Biver, for a total of 46'000 Euros benefiting "Artists for Kids"!

After extensive refitting work, the time had finally come: In the presence of Jean-Claude Biver, Chairman of Hublot and Karl-Heinz Rummenigge, President of FC Bayern Munich, with over 100 VIP Guests, Hublot watch lovers and media, the inauguration of the new Hublot flagship boutique was celebrated on the prestigious Maximilianstrasse in Munich, Germany. Taking up residence in the world's most luxurious shopping addresses marks yet another milestone in the brand's expansion.

In Hublot's tradition of sharing success, the evening was dedicated to a good cause. "The greatest luxury of all is sharing – sharing our feelings, our happiness, our love



---

and also our success, which allows us to give to those less fortunate than ourselves," explained Jean-Claude Biver. In partnership with FC Bayern Munich, which offered its support in the form of appearances by some of its players, Hublot was able to stage a fundraising kick-about in the boutique's inner courtyard.

On behalf of the renowned sports team and German title record holders, Karl-Heinz Rummenigge was just as generous, and was delighted to make a contribution for the local charity "Artists for Kids".

The players, "Artists for Kids" supporter Michael "Bully" Herbig and other goal scorers managed to raise an impressive sum for the project, which fosters creative talent amongst young people.

Hublot and the club were able to hand over a cheque totalling €46'000 to Thomas Peter Friedl (President and, along with Bernd Eichinger, co-founder of the charitable organisation). "This donation will allow us to purchase a minibus, which we urgently need and which will make our day-to-day work with the children, young people and families, as well as the travelling involved to get to and from our recently opened base in Ostallgäu, significantly easier.

We are absolutely delighted and would like to express our sincerest gratitude for this gift."

ARD sports presenter Katja Wunderlich played her part in supporting the charity function for the benefit of "Artists for Kids" by taking on presenting duties for the night