



????

DEPECHE MODE AND HUBLOT: A FUSION OF TALENT AND PASSION

Paris – 30 January 2014:
Depeche Mode and Hublot – a fusion of talent and passion to go even further for charity: water!

It's about incredible personalities and exceptional talents in different fields joining forces for a shared cause. It's about the will and determination to create a unique, different and innovative event.

Paris, 30 January 2014 - In the Hublot boutique in the heart of Place Vendôme, Paris, Martin Gore from Depeche Mode and the CEO of Hublot Ricardo Guadalupe came together to launch a big new joint fundraising project for charity: water, a not-for-profit association whose mission is to ensure a clean and safe water supply in developing countries.

This unique initiative is part of the Depeche Mode worldwide 2013 – 2014 Delta Machine Tour. To raise funds for charity: water, Hublot and Depeche Mode today jointly unveiled:

? 10 exceptional unique box sets, each containing a signed guitar and a special watch with a red chrono central hand, each engraved for one of the 10 cities with iconic meaning to Depeche Mode: Paris, New York, Basildon, Los Angeles, Milan, Warsaw, Moscow, Zurich, Berlin and Hamburg. The lucky buyer of the first box set (Paris) enjoyed the privilege of receiving it in person today at the Vendôme Hublot Boutique.



- The Depeche Mode Limited Edition 2014 watch series, made from steel (just 250 numbered pieces). These watches will be available in Hublot boutiques and throughout the international network very shortly.

- Finally, an exceptional unique piece "Depeche Mode Tourbillon" A skeleton grand complication in a black titanium tonneau case with a nailed strap (a first at Hublot), which was exhibited specially at Vendôme in anticipation of its auction on 6 March 2014 in Moscow at a private dinner ahead of the concert on the 7th.

The profits made by this operation will be donated to charity : water, which was chosen by Depeche Mode and Hublot.

Martin Gore from Depeche Mode, stated, "I have been supporting and campaigning for charity: water for some time now. So I am particularly pleased that as a band and with the support of our loyal friend Hublot, we can extend our action for the organisation, and contribute to making a real difference in countries struggling to survive for lack of access to drinking water. "

Ricardo Guadalupe, Hublot CEO, added: "This unique collaboration is part of our ongoing special relationship with Depeche Mode. We first met in 2010 and hit it off straight away. If our friendship can make a difference, then we must not hesitate since connection is all about sharing. If you don't share, you miss out. Hublot is in a fortunate position, and has a duty to share some of its success with those who need it."

Resplendent in grey steel, featuring a tone-on-tone calfskin strap with thermo-moulded



nail shapes, the Depeche Mode Limited Edition 2014 series is a perfect embodiment of the Depeche Mode look, while also symbolising the Art of Fusion, a concept dear to Hublot.

Depeche Mode and Hublot kicked off their partnership in 2010 by raising funds for The Teenage Cancer Trust through a charity concert at London's Royal Albert Hall, and a unique auction.

In early 2013 in Berlin, Hublot and Depeche Mode decided to work together again on a larger scale, creating the Big Bang Depeche Mode limited series in black ceramic, in parallel with the Delta Machine world tour, for charity: water, an organisation which was chosen by and has received firm support from the band and the Swiss watchmaking brand.

Charity: Water in brief

The mission of charity: Water is to supply clean, safe water to the inhabitants of developing countries worldwide. Nearly 800 million people (i.e. almost one out of every nine people worldwide) lack access to safe drinking water – an epidemic-level problem which charity: Water is committed to eradicating. To date, the organisation has funded over 8100 water supply projects, providing access to safe drinking water to more than 3.2 million people in more than 20 countries. And through this partnership, Hublot and Depeche Mode have expressed their shared commitment to make charity: Water's global impact even greater.