

March 17, 2016

A message from the President

Thirty years ago, the Basel Fair, as it was then known, opened its doors to exhibitors from outside Europe and Seiko was delighted to accept its gracious invitation. Every year since our first presence in 1986, Seiko has been proud to use the opportunity of Baselworld to unveil its new collection to the world. As I look back at the collections that we have launched at Baselworld over the years, it is clear that there have been many highlights, but I believe that our 2016 collection will be seen as one of the most important of them all.

With a new design series in Grand Seiko, a new global Elite Collection, Presage, that showcases our strength in mechanical watchmaking, the widening of our GPS Solar offering both in the Astron range and, for the first time, in Prospex and with a remarkable tourbillon creation in Credor, I believe that Seiko's 2016 collection offers a depth and breadth that has rarely been rivalled in our thirty years of participation in the world's greatest watch event.

When my great grandfather, Kintaro Hattori, established Seiko 135 years ago, he was determined that Seiko would be always "one step ahead of the rest". Today, we are still true to his idea, but we have renewed it for this new era. Our new range is born of my vision of Seiko as a brand that is "Moving ahead. Touching hearts." with important innovations in both high technology and traditional watchmaking and, as we add to our current network of over 60 Seiko Boutiques around the globe, our customers are able to experience the rich appeal of the Seiko world in a new and engaging way. Through our own boutiques and through our many independent retail partners, our aim is to touch the hearts of more watch lovers than ever over the coming months. 2016 is set to be an exciting year.

We look forward to welcoming you to the Seiko Pavilion.

Yours sincerely,



Shinji Hattori
President & CEO



SEIKO WATCH CORPORATION

Public Relations and Advertising Dept.

8-10, TORANOMON 2-CHOME, MINATO-KU, TOKYO 105-8467, JAPAN

Telephone: +81-3-6739-2150 Facsimile: +81-3-6739-2071 Email: seiko-pr@seiko-watch.co.jp seikowatches.com