

# PRESS KIT

JUNE 2024

# INITIUM

*Create Yourself* 



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INITIUM

## FOUNDERS' MESSAGE

It was within the framework of our master's project that the Initium concept was born. Coming from two watchmaking regions, Jura and the Vallée de Joux, we both have a deep interest in the world of horology. Also drawn to the entrepreneurial challenge, the idea materialized, and we founded Initium in 2015 with our first workshop in Noirmont, Jura.

We shared the ideology of allowing everyone to uncover the mysteries of Swiss watchmaking by donning the apron of a watchmaker for a day. They become artists of time and understand the mechanisms of what we are constantly chasing. Eager to offer a unique horological experience, we developed a concept that allows individuals to assemble their own timepiece to reflect their personality.

By founding Initium, we did not create a watch brand but an experiential concept intended to be an ambassador of Swiss watchmaking and its values. By offering innovative and immersive services, we uphold the craftsmanship of this ancient art.

Since 2015, we have been striving to achieve a single goal: to offer a unique Swiss horological experience to watch enthusiasts and newcomers from around the world.

Mathieu Gigandet and Gilles Francfort





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## COMPANY STATUS

Initium Watches Holding SA (2021) is the parent company that owns 100% of the capital of its subsidiaries Initium Creawatch Sàrl (2015) and Initium Watches SA (2021). We opted for this Holding structure to facilitate the implementation of our crowdfunding campaign, also known as crowdfinancing. Through this principle, anyone can easily and quickly acquire Initium shares and become a shareholder of the company via our website. In addition to financing the development of our activities, our goal is to create a true community of "Initiators" who become stakeholders and ambassadors of the project. To date, more than 400 Initiators have joined us by investing in the company.

## COMPANY PROFILE

Initium Creawatch Sàrl, located in Noirmont (JU), has been offering a unique experience in the fascinating world of mechanical watchmaking since 2015 through its initiation courses and, more recently, its innovative kit for assembling a watch directly at home.

Above all, Initium positions itself as an ambassador of Swiss watchmaking, offering everyone the opportunity to uncover the mysteries of mechanical watches and design their own timeless timepiece.



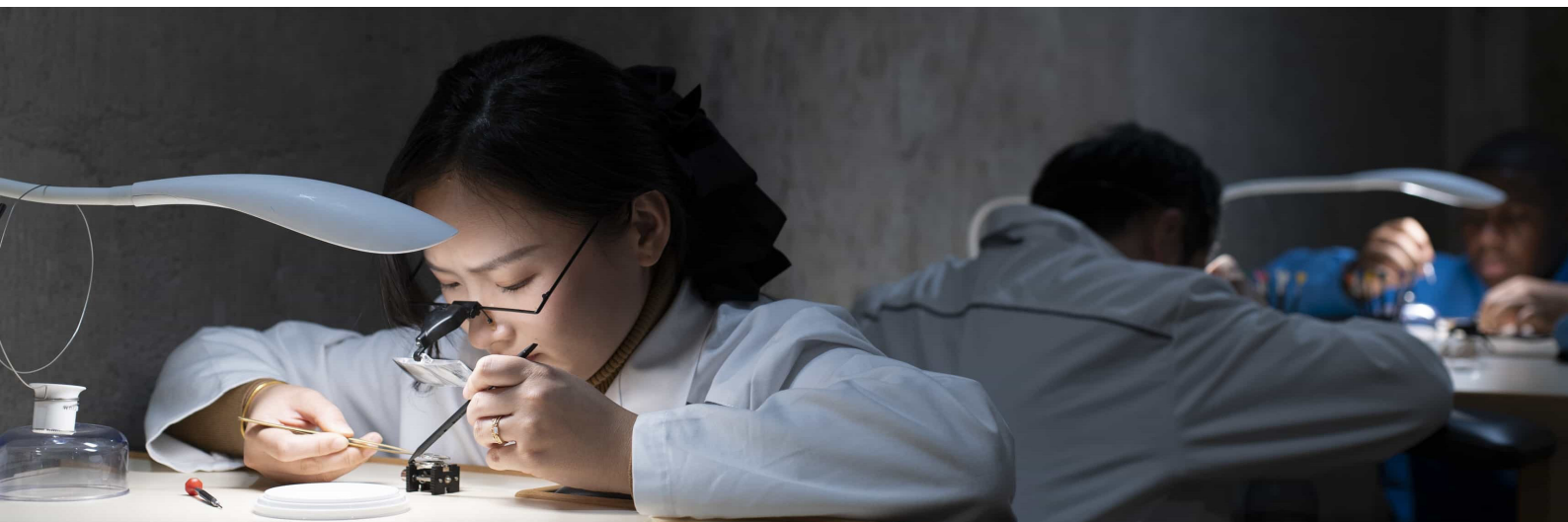
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## OUR HISTORY

- 2015** • Opening of the first workshop in Noirmont, offering the opportunity to create a fully customized mechanical watch alongside Master Watchmakers.
- 2016** • Launch of the second type of course, including a new range of components and an automatic winding movement.
- 2017** • Opening of the second watchmaking workshop in Geneva's Old Town, attracting watch enthusiasts from around the world to learn about horology.
- 2019** • Introduction of courses capable of accommodating groups of up to 100 people, both in Switzerland and abroad.
- 2020** • Launch of the Initiator concept, allowing anyone to invest in Initium and directly participate in its development.
- 2021** • Commercialization of all-inclusive kits (watch components, high-quality watch-making tools, and video tutorials for each assembly step) enabling individuals to assemble their own watch from home.
- 2022** • Launch of the watch configurator and the tourbillon watch course. Recentralization of our suppliers within a 50-kilometer radius around our headquarters in Noirmont.
- 2023** • Creation of the new "Initium Jewelry" experience, including the creation of silver rings with semi-precious stones.  
Official partnership with the Swiss brand Furlan Marri.
- 2024** • Internationalization of Initium: opening of a workshop-boutique in Paris.





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## OUR MISSION

To offer everyone the opportunity to create a unique watch that reflects their individuality through various levels of experience and design customization.

Initium provides an immersion into the world of Swiss mechanical watchmaking through a unique experience. With our diverse offerings and wide range of components, we give everyone the chance to create a unique watch that mirrors their personality. We offer several levels of experience and customization to define the design of a 100% Swiss-made watch.

## OUR VISION AND VALUES

We are committed to introducing everyone to the values of Swiss watchmaking, showcasing its heritage in the most ethical way possible.

We act as ambassadors, which is why we offer not just a product, but a truly immersive and inclusive experience. Additionally, we have chosen to consolidate our suppliers within a 50-kilometer radius around our main workshop in Noirmont. This is a guarantee of quality that we promise and an ethic that we uphold.



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## OUR PRODUCTS AND SERVICES

### HOROLOGICAL EXPERIENCES

Enjoy a memorable experience alongside our watchmakers and become the artisan of your own timepiece. We offer workshops ranging from simple initiation to the assembly of your personalized Swiss-made watch.

- Watchmaking Workshops
- Watch Assembly
- Tourbillon Workshop

### JEWELRY EXPERIENCES

Dive into the art of jewelry making during a course in our workshops. Let our master jeweler guide you in creating a unique piece.

- Ring Course
- Duo Ring Course
- Custom Ring Course





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# INITIUM EXPANDS TO PARIS

Paris, France — June 4, 2024 — Initium, a startup originating from Switzerland, is honored to announce the opening of its new boutique in Paris. This expansion represents a significant milestone for the company, known for its unique and immersive workshops where participants can create their own watches and rings under the expert guidance of skilled jewelers and watchmakers.

Building on the success of its flagship workshops in Noirmont and Geneva, Initium is excited to introduce Swiss craftsmanship to the dynamic and cosmopolitan city of Paris. Initium is thrilled to share its passion for watchmaking and jewelry with an international audience.

Initium offers a four-hour immersive workshop where participants can create unique horological or jewelry pieces. Accompanied by professional artisans, they discover the complex processes and techniques that define Swiss quality and precision. These workshops are designed to be more than just educational experiences; they are memorable journeys into the world of luxury and craftsmanship.

The opening in Paris is not only a celebration of Swiss craftsmanship but also a testament to Initium's commitment to making excellence accessible to enthusiasts worldwide. The company aims to push the boundaries of creativity and expertise, creating unforgettable moments and exceptional pieces.

The new workshop is located at 78 rue de Miromesnil, 75008 Paris, just 15 minutes from the Champs-Élysées. Initium invites locals and visitors to join in celebrating this new adventure.

Starting in July, the first courses will begin, marking the start of an exciting new chapter for the brand. Participants will have the opportunity to discover this summer what makes Initium's workshops so special and cherished.

Visit our website to explore our experiences and book your own Initium experience in Paris.





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## INITIUM BY THE NUMBERS

2

WORKSHOPS IN  
SWITZERLAND

1

WORKSHOP IN  
FRANCE

9

YEARS OF EXPE-  
RIENCE

> 3 000

NUMBER OF COURSES  
ORGANIZED

9

NUMBER OF EM-  
PLOYEES

± 30K

NUMBER OF FOL-  
LOWERS ON OUR

4.95/5

AVERAGE RATING

> 1 000

NUMBER OF  
WATCHES ASSEM-

## PRESS REVIEWS

THEY'RE TALKING ABOUT US

The  
New York  
Times

LE TEMPS

Forbes

TO DISCOVER ALL ARTICLES,  
VISIT THE PRESS TAB ON OUR WEBSITE

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## CONTACT US

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