

## Brand Story – Shareholder

### **Precious moments in time...**

Shareholder was borne out of personal determination, driven by a sheer, unadulterated desire for perfection. When I first searched for a wristwatch that would adequately reflect my personality and character, and without costing me a small fortune, I was unable to find the ideal classic timepiece. Undeterred, I set about creating a customized wristwatch that was to become the focus of my lifetime passion for high-quality watches. My enduring quest for precision and excellence however, was to lead me on an exciting journey of discovery, both physically and spiritually.

### **In the beginning...**

My incredible mission first took me to Switzerland where I was to meet with master watchmakers from some of the world's finest design houses. These highly skilled craftsmen have accumulated a unique catalog of knowledge and experience dating back more than 500 years. Then my journey took me onto to Japan where I discussed my exact requirements with some of the world's most reliable suppliers of high quality and precision-engineered watch components.

### **Realizing the dream...**

Next stop on my arduous tour was Italy, where I searched relentlessly for a supplier of quality handmade leather watch straps. I specifically wanted to meet someone who could create a unique style of watch strap befitting such an exceptional timepiece. My final destination was to be Hong Kong, where all the components were systematically and meticulously assembled. Now, at last, I could finally realize my dream of owning and wearing a stylish and accurate, British designed wristwatch to rival even some of the most expensive watches available today.

### **A life-changing experience...**

Almost immediately, friends, family and even complete strangers noticed and admired my unique watch and many of them asked how they too could own one. I felt both inspired and exhilarated by their enthusiasm. However, my overwhelming desire to create a personal, quality timepiece had proved to be a very personal and emotionally moving experience for me. What I didn't realize, was from that moment onwards, my life and everything that it encompassed, was about to significantly change forever. In fact, the real journey was just about to begin.

### **A watch designed to be cherished...**

During this whole experience, I recognized that what I had embarked on was much more than a personal mission. In my bid for perfection, I had found purpose, a meaning, and discovered a calling to follow my heart and my passion for something I truly loved. I know I had clearly demonstrated that anyone could achieve or create

something significantly better by simply striving for perfection. The personal objective being, to reach a point in your life that will always be remembered and cherished. It's something anyone can do and it's something we can all do... together.

### **The Shareholder message...**

I firmly believe that everyone has the opportunity to contribute to the world they live in by making it a better place for everyone else. We all have a shared responsibility but we also have a finite amount of shared time, in which to make a difference. This precious time belongs momentarily, to all of us and it's something we must all share. We are, therefore, all shareholders in a world in which we live, and of the time we spend here. I also believe that by sharing your passions with the world and becoming better at what you love to do, everyone can benefit from your experiences within the framework of time.

### **The Shareholder vision...**

The Shareholder brand of watches is borne of my personal vision in that our range of exceptionally high quality, British designed watches have meaning. They are significant in that each time you look at your watch, you should be reminded that your share of time is best spent wisely by following your dreams and passions for the benefit of others. Shareholder watches are purposely designed, manufactured and assembled to extremely high specifications, using only the very best components available, sourced from some of the world's most trusted and respected suppliers.

My intention is that the Shareholder range of stylish and affordable timepieces will last well beyond a lifetime, so carrying the important shareholder message down through the generations.

**Now it's time to share your passion... and let your journey in time truly begin.**

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