

FOSSIL
GROUP


MISFIT

CONNECTED ACCESSORIES

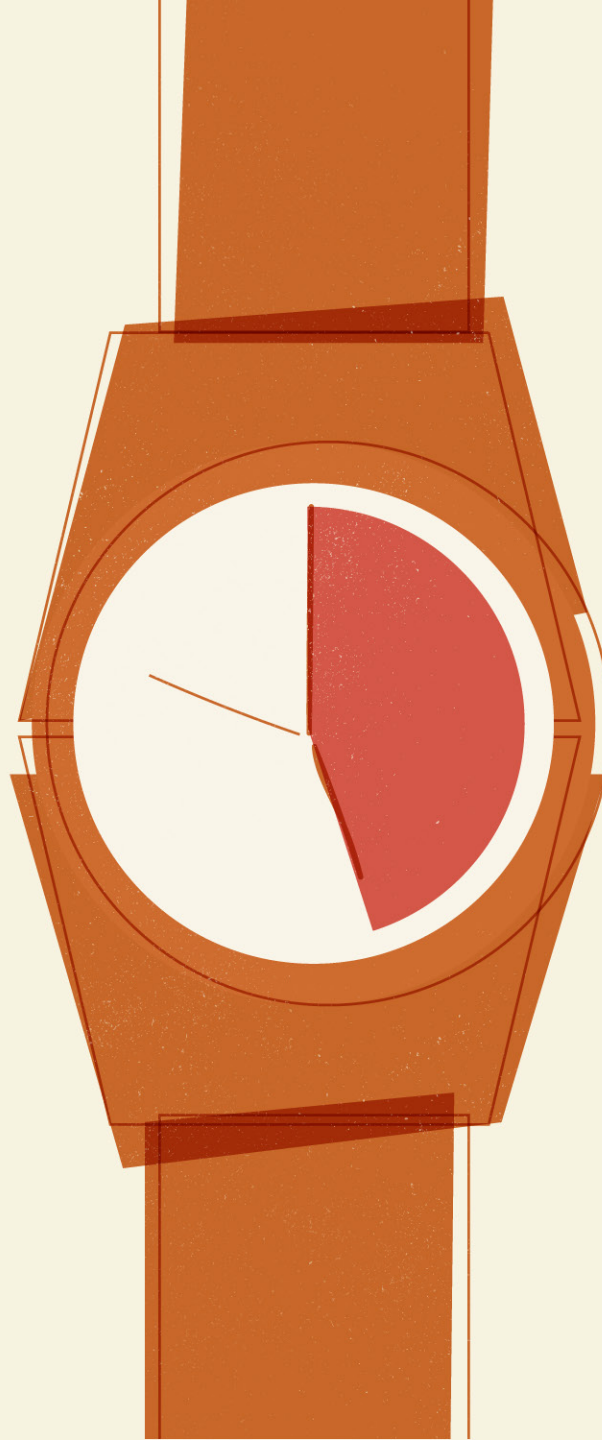
11.12.15

NEARLY

1/2

UNDER \$1,000

U.S. WATCH MARKET



“For years we have leveraged our competitive strengths to be a global leader in watches.”

– Kosta Kartsothis
CEO | FOSSIL GROUP



50

**MILLION
WATCHES & ACCESSORIES
EACH YEAR**



SONNY VU

**FOUNDER AND
CHIEF EXECUTIVE OFFICER
MISFIT, INC.**

“We are thrilled to join forces with Fossil Group to usher in the next era of wearables where elegance, beauty and long-lasting wearability are paramount. Together, we will introduce products that blend Misfit’s seamless, intuitive technology and user experience with the design, style and branding that is the hallmark of Fossil Group.”

MISFIT



HEALTHCARE



FITNESS



SOCIAL



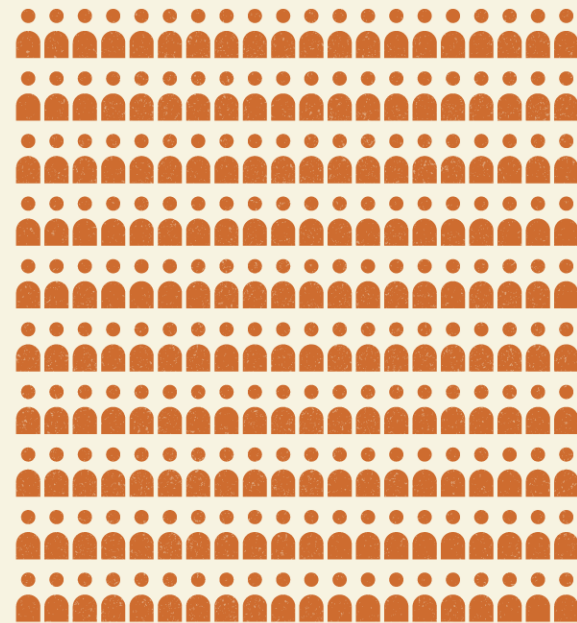
MUSIC



**WEARABLE TECHNOLOGY
CLOUD & APP PLATFORM**

NEARLY

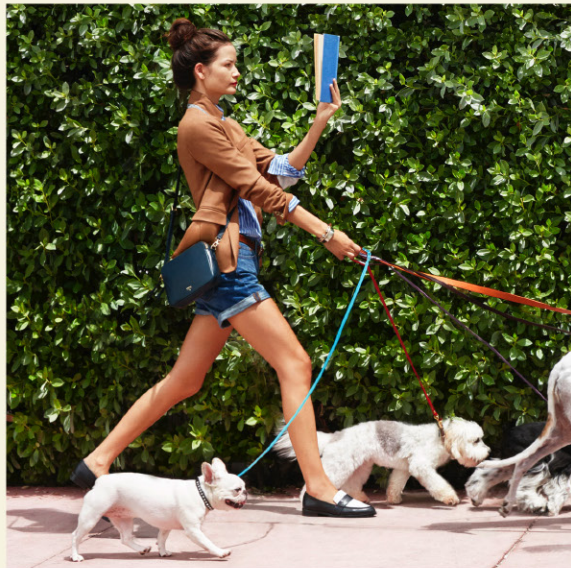
200



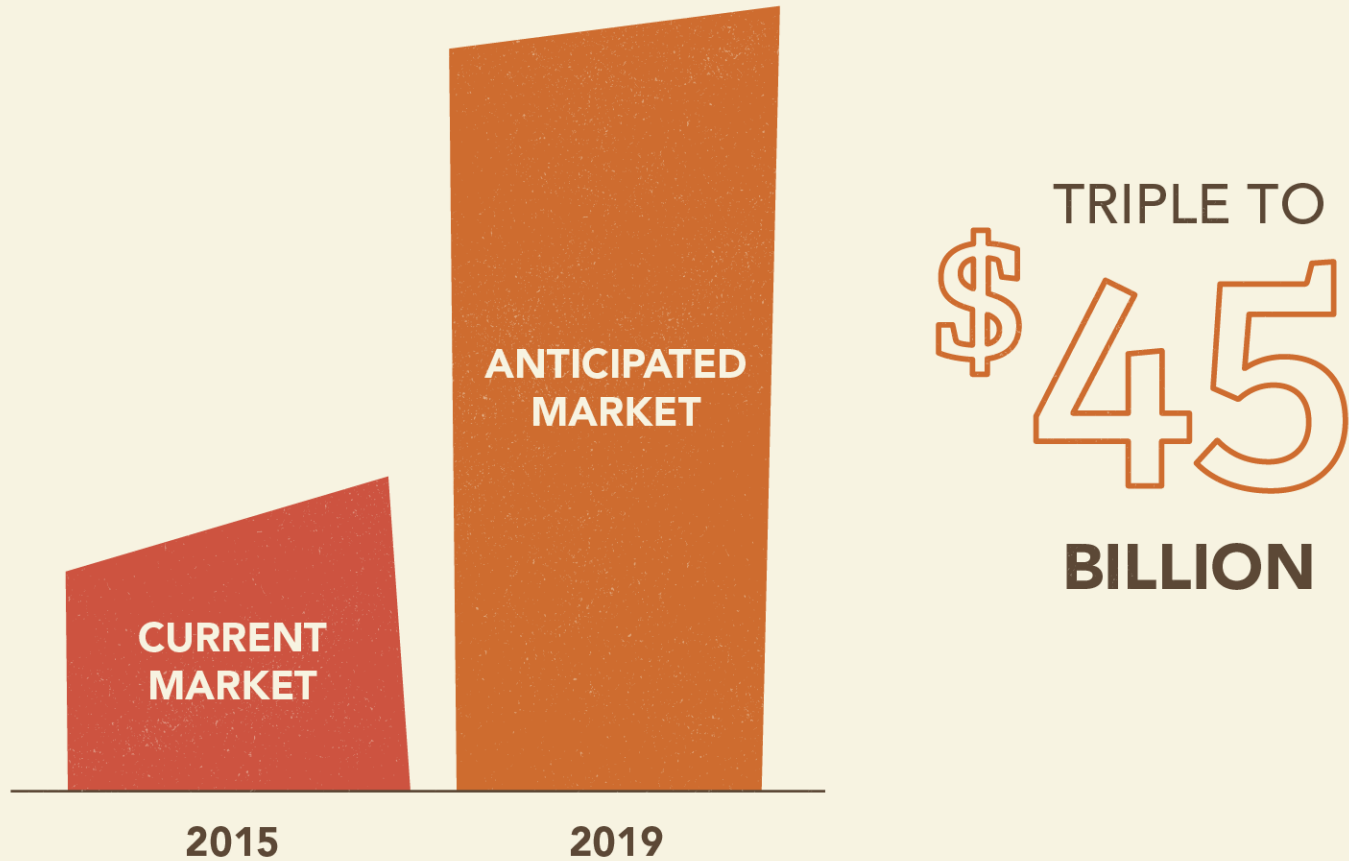
**WORLD-CLASS
SOFTWARE & HARDWARE
ENGINEERS**



Together with Misfit's technology platform, Fossil Group will continue to develop a full spectrum of connected watches and accessories that target the unmet need of consumers who are looking for fashionable, well-designed, connected accessories.

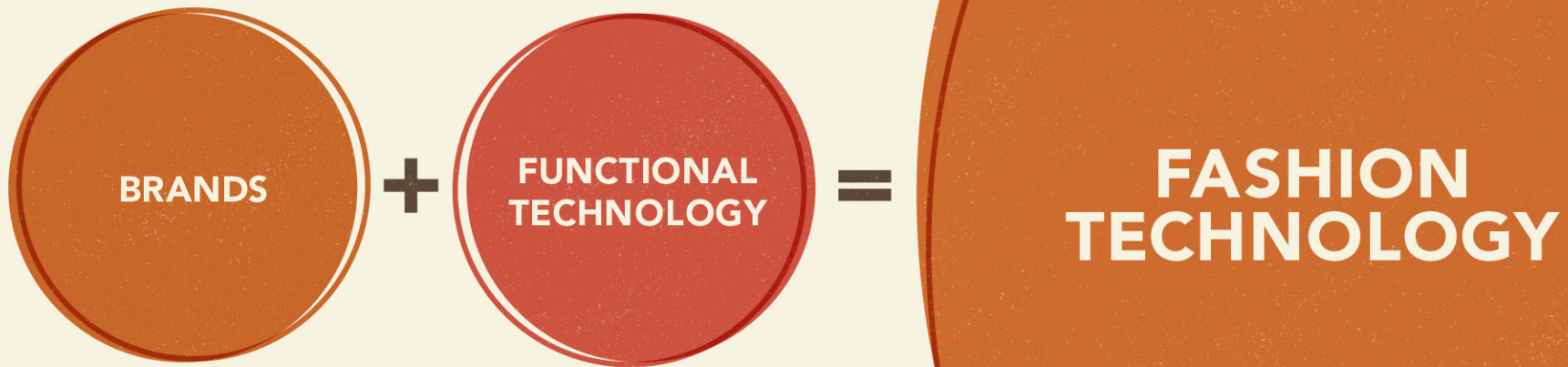


CONNECTED ACCESSORIES



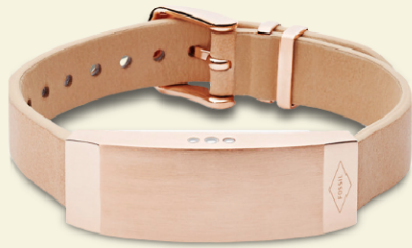
SOURCE: IDC (INTERNATIONAL DATA CORPORATION)

EXPANDING OUR ADDRESSABLE MARKET



“With this acquisition, Fossil Group is at the epicenter of the convergence of the wearables and traditional watch markets.”

– Kosta Kartsothis
CEO | FOSSIL GROUP



ACTIVITY TRACKER

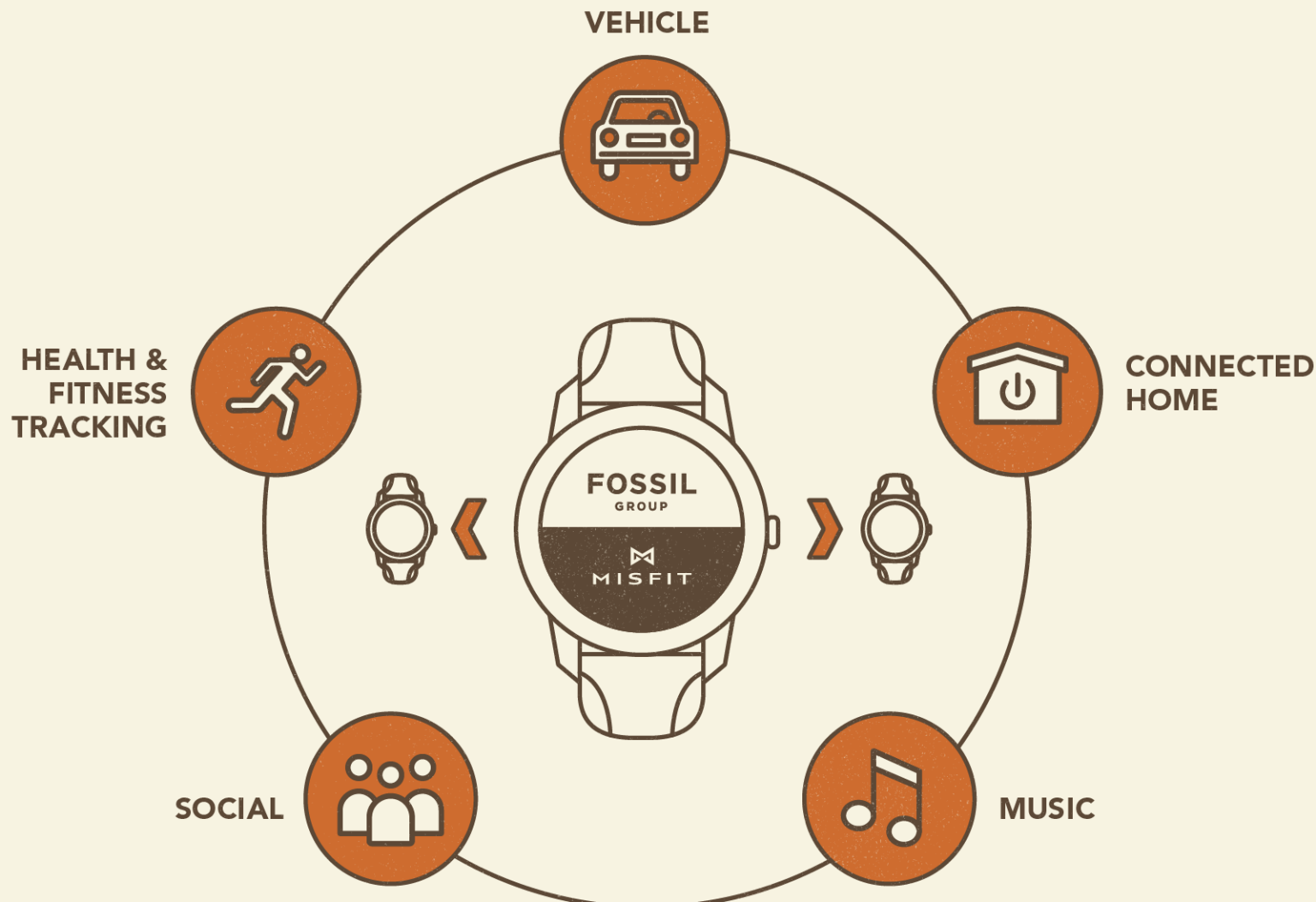


SMARTER WATCH



SMART WATCH

THREE OPPORTUNITIES FOR SUCCESS



THE INTERNET OF THINGS THROUGH BRANDS YOU LOVE