

March 23, 2017

## Seiko in 2017. Tradition, innovation and much more.

We bring to Baselworld 2017 several new collections in Seiko whose roots lie deep in the traditions of our company. They are fusions of our historical strengths, our technological creativity and our determination to aim ever higher. Kintaro Hattori, our founder and my great-grandfather, urged his team to ensure that Seiko was "always one step ahead of the rest." I agree with him and our 2017 collections are living testament to my loyalty to Kintaro's vision.

Our focus for 2017 is on new designs and calibers in our Elite Collections, with three particular highlights. First, we offer a new caliber in Astron, bringing the number of active calibers to four and offering the advantages of GPS Solar technology to an ever wider public. Second, we are further expanding our offer in Prospex, our collection of high-specification sports watches. In these new Prospex creations, we combine our passion for both tradition and innovation with a recreation of our first ever diver's watch and we also bring a wide range of new diver's watches that will surprise you with their fusion of value and quality. Lastly, in Presage, our highly successful all-mechanical collection, we offer a series that is designed to bring a smile to your face. It is inspired by the colorful world of the cocktail. In these challenging times, a smile is important and we hope that you will come and join us at the Seiko Pavilion to celebrate the launch of this delightful creation as well as the full Seiko collection.

I wish you a successful, enjoyable and fun Baselworld.

Yours sincerely,



Shinji Hattori  
President & CEO

