

A close-up photograph of a person's hands working at a desk. The person is wearing a watch and a bracelet. They are looking at an open book or catalog that features a watch on the cover. A calculator is visible on the desk, and a water bottle is in the background. The scene is lit with a warm, blue-toned light. The text 'INEICHEN AUCTIONEERS' is overlaid in the center of the image.

INEICHEN AUCTIONEERS

CURRENT POSITIONING

Ineichen is a very reputable Swiss Auction House established in 1973. Today we offer In-door and online auctions for pre-owned and classical watches (up to 500K CHF per unit) using a distinctive and focussed business model and scoring better revenues compared to our competitors (e.g., Antiquorum, Monaco Legends, Dr. Crott)

PROGRESSIVE SALES BASED COMMISSION

The first auction house to cancel buyer's premium offering a new business model with progressive seller's commission. This allows transparency in relationships with our clients and enhances trust towards the business.

SUCCESSFUL BRAND BUILDING AND PR



STRONG PRESENCE IN DIGITAL WORLD

- In-house bidding platform with 2500+ users
- 100 000 website visits in 12 months
- 15% turn rate from visitors to bidders

RETURN PURCHASE RATING

80% in 24 months

GROSS PROFIT MARGIN

20-30% p.a.

REVENUE GROWTH FROM 2017 TO 2021

2000%

FUTURE OUTLOOK



IT Development

- Constantly improve our online bidding platform
- Launch of our own App
- Augmented reality built-ins for App and Website
- Implementation of Blockchain technology



Profitable Partnerships

We build strong relations with industry leaders and newcomers in order to optimize the sales process and investigate new opportunities (details by request)



New Projects

- Independents (details by request)
- Meta-Tourbillon (details by request)



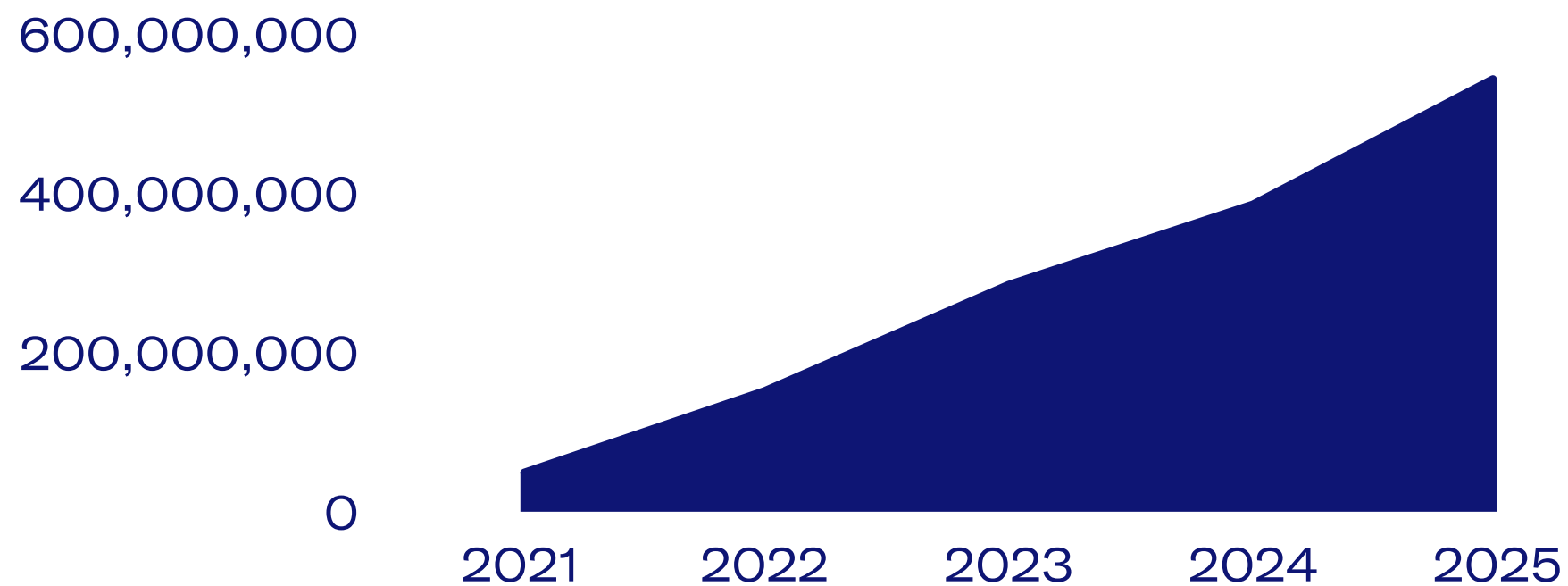
International Expansion

We will expand further internationally, approaching consumers directly in key strategic locations (Hong Kong, Dubai, New York)

ESTIMATED COMPANY VALUE

CHF 50'064'273

EBITA Growth Projections



Factor group 1 (Past-based):

- Stable revenue growth from 2017
- Unique Business Model
- High brand recognition
- Positive market trend

Factor group 2 (Present-based):

- Profitable partnerships
- App development
- Meta Tourbillon & Independents
- Top PR agency

CONTACT US

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