

LAUREUS AND IWC SCHAFFHAUSEN – A SUSTAINABLE PARTNERSHIP

WHY IS IWC SCHAFFHAUSEN COMMITTED TO MAKING A POSITIVE CONTRIBUTION TO SOCIETY?

As a company from the luxury goods sector, IWC Schaffhausen has a particularly strong commitment to sustainability. The Swiss watchmaking company is involved in partnerships that focus on the issues of education and training, the environment, sports and culture. One of the key elements of IWC's social commitment is helping disadvantaged children and adolescents, as is reflected in its cooperation with the Antoine de Saint-Exupéry Youth Foundation and the Laureus Sport for Good Foundation.

WHAT IS THE LAUREUS SPORT FOR GOOD FOUNDATION?

The Laureus Sport for Good Foundation was founded by Daimler und Richemont in 1999. This charitable foundation harnesses the power of sport to bring about social change, integrate disadvantaged children and adolescents into society more effectively and give them more promising future prospects – for instance, by fighting discrimination, by encouraging young people to exercise or by helping them to develop character. Since its inception, the foundation has raised in excess of 100 million euros and supported over 150 sports projects in 35 countries. But it also brings its ambassadors from the world of professional sport together with the young people so they can be inspired.

WHY DOES LAUREUS BELIEVE IN THE POWER OF SPORT?

Nelson Mandela was the first patron of Laureus. In his speech at the ceremony for the inaugural Laureus World Sports Awards in Monaco in 2000, he summed it up perfectly: "Sport has the power to change the world. It has the power to unite people in a way that little else does. Sport can create hope where once there was only despair." These words have become the philosophy of Laureus and the driving force behind its vision. Laureus World Sports Academy Member Boris Becker put it this way: "The strength of sport lies in the fact that it has its own rules and knows no skin colour, no religion and no boundaries."

WHAT PROJECTS DOES LAUREUS SUPPORT?

Even today, children and adolescents all over the world are faced with adverse living conditions. This is why the Laureus foundation supports projects that tackle issues such as social exclusion, prejudice, discrimination and violence. PeacePlayers International, for example, is an organization that actively encourages young Greek-Cypriot and Turkish-Cypriots living in the divided country of Cyprus to play basketball together. Another example is Luta Pela Paz (Fight for Peace), a project that gets Brazilian youngsters off the streets with boxing and martial arts classes, fostering their personal development and helping them to gain brighter future prospects.

WHAT CHARACTERIZES THE PARTNERSHIP WITH IWC?

IWC has been a Global Partner of the Laureus Sport for Good Foundation since 2005. As part of this cooperation, the Swiss watchmaker launches a special limited-edition watch every year. A percentage of the proceeds from every sale is used to support the foundation's projects. IWC also co-founded the Laureus Foundation Switzerland in collaboration with Mercedes-Benz Switzerland in 2007. The auctions held at the annual Laureus Charity Night always include an exclusive timepiece donated by IWC. At the 10th Laureus Charity Night in November 2016, the **Portugieser Perpetual Calendar Digital Date-Month Unique Piece "Laureus Charity Night Zurich 2016"** went under the hammer for CHF 125,000. In November 2015, a **Portugieser Tourbillon Mystère Rétrograde Unique Piece "Laureus Charity Night 2015"** was auctioned for CHF 150,000. All proceeds from the sales went to Laureus.

WHAT ARE THE DISTINGUISHING FEATURES OF THE SPECIAL EDITIONS FOR LAUREUS?

The characteristic features of these special editions are the dial in the typical Laureus blue and the engraving on the case back. It depicts the winning design from a drawing competition for children and adolescents organized by IWC each year in the context of all the Laureus projects. The drawing engraved on the 11th special Laureus edition, the **Da Vinci Chronograph Edition "Laureus Sport for Good Foundation"** (Ref. IW393402), is by 12-year-old Hou Ye from Shanghai. Hou Ye is mentally handicapped and participates in the Special Olympics programme that is supported by Laureus.

WHAT IS THE PURPOSE OF THE LAUREUS WORLD SPORTS AWARDS?

The foundation holds the Laureus World Sports Awards each year in order to raise awareness of its social concerns and give credit to sporting excellence. The most outstanding athletes of the year and the most successful teams are honoured at a gala evening. Other prizes, such as the lifetime achievement award, are also presented to exceptional athletes. The nominees are determined by a jury of over 1,000 journalists from 120 countries. The prize winners at the Laureus World Sports Awards 2016 in Berlin included tennis player Novak Djokovic (World Sportsman of the Year), tennis player Serena Williams (World Sportswoman of the Year), New Zealand's All Blacks rugby team (Team of the Year) and Brazilian swimmer Daniel Dias (Disabled Sportsperson of the Year).

**WHAT IS THE LAUREUS
WORLD SPORTS ACADEMY?**

The winners of the Laureus World Sports Awards are chosen by members of the Laureus World Sports Academy in a secret ballot. A total of 61 living legends from the world of sports are currently members of this exclusive sporting body. Only former athletes who made a strong mark on their discipline during their active profession make it into the academy. Swiss road bicycle racer Fabian Cancellara, Dutch footballer Ruud Gullit and Scottish track cyclist Sir Chris Hoy were recently appointed as members. The Chairman of the Academy is the New Zealand rugby star Sean Fitzpatrick.