

AUDEMARS PIGUET AND THE ÉCOLE HÔTELIÈRE DE LAUSANNE JOIN FORCES ON THE NEW AUDEMARS PIGUET X³ LAB PROJECT

Le Brassus, 9 December 2020—Swiss Haute Horlogerie manufacturer Audemars Piguet and École hôtelière de Lausanne (EHL) are delighted to announce their new partnership as part of the Institute of Customer Experience Management (ICEM). This collaboration, called Audemars Piguet X³ Lab, aims at experimenting, developing and implementing best practices in the field of client experience. This cross-disciplinary project aligns with Audemars Piguet's relentless quest to connect talents from different universes, pushing the limits of savoir-faire further and offering its clients exceptional experiences.

A RELATIONSHIP BASED ON INNOVATION AND EXCELLENCE

In the works since 2018, the partnership between Audemars Piguet and EHL came true in 2020 with the creation of the ICEM, enabling an ongoing collaboration between both partners. With the X³ Lab – eXploring eXtraordinary eXperiences – the Manufacture will benefit from EHL's hospitality expertise, as well as from the development and implementation of bespoke solutions. In addition to Audemars Piguet's support, EHL will acquire new actionable skills for its training programmes and academic publications. The project will enable participating students to deepen their understanding of the corporate world as well as the challenges of the watchmaking industry, as they will be trained for project management. The collaboration also includes the creation of a watchmakers' student committee within EHL to teach students how to organise events and communicate effectively. A win-win partnership!

“We are thrilled to be welcoming an icon of the industrial driving force and a symbol of Swiss excellence among our corporate partners. EHL has for long been encouraging marriage between art and science, and no other industry embodies this philosophy as elegantly as watchmaking. About fifteen years older than EHL, Audemars Piguet has been able to constantly renew itself, to redefine a complex business, answer the evolution of a sophisticated clientele's requirements and drive strong values that have

maintained the company at the forefront for more than a century. Who better to reinvent client experience with?"

Michel Rochat
CEO of the EHL Group

FIRST LAB AT THE ICEM

At the crossroads between client experience management and digital media, the ICEM aims at driving research for its partners and aspires to becoming the reference institute in the field.

Audemars Piguet's X³ Lab is the first research facility to open at the ICEM. Built to address the Manufacture's needs in terms of exclusive and high-end experiences, it will enable collaborations between EHL professors and students, Audemars Piguet employees and hospitality professionals. Together, they will explore and test new ideas capable of conveying the brand's DNA at each interaction with clients, be it virtual experiences, visits to Le Brassus or at boutiques, or even during international events.

Once EHL students have completed the research phase, Lab researchers will determine the axes that require further exploration.

We are delighted to collaborate with EHL, one of the world's leaders in hospitality management, on this pioneering project and format. Innovation has been at the heart of

Audemars Piguet since its inception and has driven our business strategy ever since. By collaborating with young generations, we want to widen the scope of possibilities and push the concept of hospitality further to offer our clients bespoke experiences and memorable moments."

François-Henry Bennahmias,
CEO of Audemars Piguet

By taking part in this project, Audemars Piguet wants to drive an innovative and creative dynamic with EHL students in order to push the limits of hospitality further. Members of the AP family will benefit from the resulting one-of-a-kind experiences that will nurture the brand's long-standing relationships with clients.

"Born in Le Brassus, raised around the world."

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About EHL group

EHL Group encompasses a portfolio of specialised business units that deliver hospitality management education and innovation worldwide. Headquartered in Lausanne, Switzerland, the Group includes:

EHL Ecole hôtelière de Lausanne is an ambassador for traditional Swiss hospitality and has been a pioneer in hospitality education since 1893 with over 25,000 alumni worldwide and over 120 nationalities among its students. EHL is the world's first hospitality management school that provides undergraduate and graduate programmes at its campuses in Lausanne, Singapore and Chur-Passugg, as well as online learning solutions. The university of applied sciences is ranked n°1 by QS World University Rankings by subject and CEOWorld Magazine and its gastronomic restaurant is the world's only educational establishment to hold a Michelin Star for two consecutive years.

EHL Swiss School of Tourism and Hospitality has been one of the leading hospitality management colleges for hotel specialists for 50 years. The College delivers Swiss-accredited federal diplomas of vocational education and training and of higher education in its 19th-century spa-hotel in Chur-Passugg, Graubünden, to Swiss and international students from 20 countries.

EHL Advisory Services is the largest Swiss hospitality advisory company specialising in service culture implementation, business consulting, as well as the development and quality assurance of learning centres. EHL Advisory Services has offices in Lausanne, Beijing, Shanghai and New Delhi and has delivered mandates in more than 60 countries over the past 40 years. — www.ehl.edu

About Audemars Piguet

Audemars Piguet is the oldest fine watchmaking manufacturer still in the hands of its founding families (Audemars and Piguet). Based in Le Brassus since 1875, the company has nurtured generations of talented craftspeople who have continuously developed new skills and techniques, broadening their savoir-faire to set rule-breaking trends. In the Vallée de Joux, at the heart of the Swiss Jura, Audemars Piguet has created numerous masterpieces, testament to the Manufacture's ancestral savoir-faire and forward-thinking spirit. Sharing its passion and savoir-faire with watch enthusiasts worldwide through the language of emotions, Audemars Piguet has established enriching exchanges among fields of creative practices and fostered an inspired community. Born in Le Brassus, raised around the world. — www.audemarspiguet.com

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