



PRESS RELEASE

The Swiss Smartwatch Brand MyKronoz Announces its Launch in China at the Mobile World Congress Shanghai 2015 (July 15th-17th)

Shanghai, China - July 15th 2015 - The Swiss wearable accessories brand MyKronoz officially announced today its launch in China during the GSMA's Mobile World Congress Shanghai 2015 (July 15th-17th). With this launch, MyKronoz aims to accelerate its global growth and offer the best of its fashionable, functional and affordable Swiss designs & technology to the Chinese market.

Bringing Affordable Swiss Design to the Wearable Accessories Market in China

Attending the MWC Shanghai 2015 to introduce its full range of connected devices (activity trackers, smartwatches, analog smartwatches and watch phones) to Chinese consumers, MyKronoz celebrates today the opening of its office in China's fashion capital, Shanghai.

"Today's launch in Shanghai is a real milestone for MyKronoz, as we believe that China is one of the most promising and stimulating markets for wearable devices.. This year's MWC Shanghai is the perfect event and opportunity to introduce our brand for the first time in China and showcase our collection to key industry players and all attendees." said MyKronoz's Founder & CEO, **Boris Brault**. *"With the development of our activities in China, our goal is to become a reference brand in the country by providing stylish, intuitive, cross-platform compatible and affordable wearable accessories that will meet the needs of China's increasingly mobile and digital consumer lifestyle."*

With its strategy aiming to offer a "smartwatch for everyone" through an affordable line of more than 10 trendy and compatible (iOS/Android/WindowsPhone) Swiss-designed products available between RMB289-1389 / USD39.90-199.90, MyKronoz ambitions to attract the hyper connected and mobile Chinese millennials who favor European brands, symbols of quality and style.

Also announcing today that its holding BOW has raised EUR 10 million from NexStage AM, MyKronoz's believes that the Chinese market will be a driver of its future growth, as the company is about to reach 1 million pieces sold worldwide. This landmark, which represents three times the 2014 sales, demonstrates the full potential of MyKronoz products and business model.

MyKronoz at the Mobile World Congress Shanghai 2015: Where European Fashion Meets Technology

As the Swiss Fashion Smartwatch Sponsor of the MWC Shanghai 2015, MyKronoz launches the "Swiss Fashion Smartwatch Challenge" giving all visitors a chance to win a MyKronoz smartwatch or a trip to the 4 European fashion capitals: Paris, London, Milan, and Geneva through a photo contest at the MyKronoz

booth (# W3-H10). Everyday, visitors will be able to win MyKronoz smartwatches and the grand prize, based on the highest number of likes of their snapshots taken on the booth on social media (Weibo, WeChat, Instagram) will allow the winner to take home a trip to the 4 EU fashion capitals.

MyKronoz will also participate at the Tech Unlimited Fashion Show on July 16th and organize its own MyKronoz Fashion Show on July 17th. CEO Boris Brault will be onsite throughout the event, namely attending the MWC Shanghai Global Devices Summit and leading the discussion: *“FashionWare– what’s next for wearable devices after watch & health band?”* on July 14th and introducing the MyKronoz Smartwatch Fashion Show on July 16th.

Product range: To discover the full range of products, please [visit MyKronoz website](#)

About MyKronoz

Founded in January 2013, Kronoz LLC is a Swiss company based out of Geneva that designs and develops wearable devices intended to improve increasingly mobile, connected and digital lifestyles. MyKronoz strives to expand and facilitate the mobile-user experience with stylish, intuitive and functional techcessories. Now present in 40 countries, carried by major retailers and partners worldwide: Orange, Carrefour, Best Buy, Walmart, Yodobashi, HMV, MyKronoz offers a full range of connected devices spanning across 4 product categories: activity trackers, smartwatches, analog smartwatches, watch phones. With a unique DNA mixing mobile tech and fashion, MyKronoz’s goal is to cater to the needs and tastes of the world’s most various user types thanks to a full iOS, Android and WindowsPhone compatibility at an affordable price.

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