

## Message from CITIZEN: BETTER STARTS NOW.

At CITIZEN, we believe time should not be counted by second, but measured by the number of steps made moving forward.

At BASELWORLD 2013, CITIZEN strongly emphasized its unique brand message of a world-class manufacture d'horlogerie dedicated to evolving watchmaking. Since its foundation in 1930, CITIZEN has leveraged Japan's technological prowess to shape the future of watchmaking by creating one industry-first after another. Among these CITIZEN breakthroughs, Eco-Drive harnesses the power of light to keep a watch running without a battery, while the epoch-making Satellite Timekeeping System ensures the correct time anywhere on the planet by capturing time signals from navigation satellites. In particular, Eco-Drive — a core CITIZEN technology — continues this evolution by supporting "sustainability," the growing drive in today's society to conserve the Earth's resources. Not surprisingly, watches featuring this technology have gained a strong following around the world.

At CITIZEN, we don't believe in the concept of perfection. To achieve "perfection" would require losing at the game of "progress," and we are driven to continue relentlessly moving forward. This is the imaginative and passionate attitude that has shaped the future of watchmaking with insatiable desire for innovation. Our ongoing mission to make watches "better" is an endless process.

This mission is the source of our new brand statement — BETTER STARTS NOW. It reflects our 84-year history of moving forward without pause. It stands for our belief that "For each of us at CITIZEN, now is the time to start to make the world better."

With this belief, CITIZEN continues on our path as a brand to shape the future of watchmaking. Look to the CITIZEN brand for the future.