



PRESS RELEASE

Melchers and SAVinsight Unveil Watch and Jewelry Service Center in Shanghai

Shanghai, December 5, 2023 – The Melchers Group and SAVinsight have joined forces to establish accredited service centers for watches and jewelry in China – with the first center opening in Shanghai. After several months of renovation, the 360-degree service facility opens in the heart of Shanghai's renowned luxury shopping destination Nanjing Road (West), sitting on the 5th floor of the Portman Ritz- Carlton/Shanghai Centre. "We are proud to have found this exclusive location that enables us to serve fine watch and jewelry brands, many of which already have boutiques in walking distance, and to meet their customers' expectations of accredited high-level after-sales service," said Stefan Woditsch, Director of Operations at Melchers China and Head of the service center.

As part of the international network of certified service centers of SAVinsight and accreditation services, infrastructures and equipment of the new service center in Shanghai strictly follow the Swiss watchmaking standards. Equipped with technically state-of-the-art watchmaking machinery and tools from Switzerland and the latest digital platform developed by SAVinsight for internal control, the workshop is integrated with five functional areas for high efficiency and quality of watch repair and maintenance. Apart from the regular after-sales services, it also provides peace-of-mind services to brand partners, ranging from luxury e-fulfillment, white-glove unboxing, technico-commercial training throughout China, watch concierge, stock maintenance, watch valuation, import support and more. Service quality and customer satisfaction are ensured by dedicated watchmakers with years of training and experience from working for prestigious watch brands.

"For setting up such a high-class watch service center, we could not think of a better partner than SAVinsight. With SAVinsight's robust turnkey solution and the after-sales service workflow they have designed, we are fully convinced of our ability to meet the demands of luxury watch brands to offer exceptional customer experience," said Alexander Melchers, CEO of Melchers Singapore and Malaysia. Since its soft launch in October, the service center has been serving as an authorized partner for the first signed high-end watch brands from Switzerland to repair watches from their Chinese customers.

The service center in Shanghai is the first node in a network of service centers across China that Melchers and SAVinsight intend to establish in the future. "We have known about Melchers for a long time, as they have been deeply connected to the Swiss watchmaking industry since the 1980s in Asia and have been a trusted and reputable partner of many brands in Asia," said SAVinsight CEO Roland Hirschi. This long-term cooperation aims to define a universal standard of authorized multi-brand watch and jewelry service centers in China. "With Melchers' extensive experience in the local market and SAVinsight's expertise in after-sales service for the watch industry, we are confident in achieving our ambitious goals," added Roland Hirschi.



About Melchers Group

Melchers is a privately owned, German-based global service provider, with its roots in trading. Established in Germany in 1806 and subsidiaries in China as of 1866, Melchers encompasses deep understanding of a wide range of trades and services. In China, Melchers owns and operates several legal entities covering the geographic and economic potential, employing more than 200 staff. Among others, Melchers is able to provide fully integrated retail and after-sales operation services. Melchers represents renowned luxury brands from Switzerland and Europe in Asia, as well as operates after-sales service centers in premium and luxury segments. Its longstanding 40 years' experience in the watch and jewelry industry in Greater China and Southeast Asia enables Melchers to offer tailored and brand-oriented market approaches for all partners. www.melchers-china.com

About SAVinsight

SAVinsight SA, established in 2021 in Auvornier, Switzerland, is a pioneering company in the watchmaking industry. Focused on delivering unique, innovative, and personalized solutions, the company serves as a Swiss partner of reference for watch brands and service centers globally. With a robust international service center network, SAVinsight ensures top-notch after-sales service, preserving brand image and enhancing customer satisfaction. The company's digital management platform, SAM, offers a comprehensive and real-time view of service activities, product quality, and service center performance. Additionally, SAVinsight provides consulting, support, and technical training, addressing organizational aspects and individual requirements for brands, service centers, and retailers. www.savinsight.com

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