

INHORGENTA TRENDFACTORY #ReInspire

Status 20.10.2020

| Act             | Time CET      | Speaker   | Topic   |
|-----------------|---------------|---|---|
| Welcome         | 10:00         | <b>Hannah Klose</b> - Presenter<br><b>Stefanie Mändlein</b> - Messe München, Exhibition Director Inhorgenta   | Welcome, Program Flow and Online Platform Explanation   |
| Opening Keynote | 10:10         | <b>Caro Henne</b> - CARO Ltd. , Consultant Luxury Marketing & Strategy  | Customer-focused marketing for luxury brands as teaser for her masterclasses  |
| Future Retail   | 10:20         | <b>Philippe Roten</b> - Favre Leuba, CEO<br><b>Gerhard Novak</b> - Porsche Design Timepieces, CEO<br><b>Kai Tutschke</b> - Garmin Deutschland, Managing Director DACH                               | Reinspire in Challenging Times  |
|                 |               | <b>Stéphane Galienni</b> - Balistik Art, Co - Founder / Creative Strategist<br><b>Katja Graisse</b> - Balistik Art, Co - Founder / Digital Communication  | The future of luxury - status quo and outlook from a leading agency   |
|                 |               | <b>Antonio Carriero</b> - Breitling , Chief Digital and Technology Officer (CDTO)<br><b>Christian Leffin</b> - Salesforce, Strategic Advisor Office of the CEO                                      | Digital - The new way of doing things // Best Practice  |
|                 |               | <b>Marius Schafelner</b> - Juweliers.de / Dr Scharenberg online GmbH, Managing Director   | "There is no business without an online strategy" - future retail models must use digital media   |
|                 |               | <b>David Walmsley</b> - Pandora, Chief Digital & Omnichannel Officer  |   |
| News            | 11:00         | <b>Bernhard Bauhofer</b> - Sparring Partners, Founder & CEO   | The TRENDFACTORY Press  |
| Sustainability  | 11:10         | <b>Jana Keller</b> - ROYAL BLUSH, Founder & Creative Director   | Visionary Reorientation - What is Real Luxury?  |
| Future Retail   |               | <b>Alf Gegenfurtner</b> - Interness Services, CEO<br><b>Philipp Gegenfurtner</b> - Interness Services, CTO  | THE DIGITAL CLOCK IS TICKING! Offline - Online. A perfect symbiosis!  |
| Weather Report  |               | <b>Markus Dreßler</b> - City of Glashütte Mayor & Head of the Nicolas Hayek Foundation  | The City of Glashütte - World class in the province   |
| The Story       |               | <b>Marcel Benson</b> - Benson Watch Cie. Founder & CEO  | The Story of a true watch nerd  |
| Break           | 11:40         | Break   | Break   |
| Keynote         | 12:00         | <b>Michael Sandvoss</b> - Luxury, Lifestyle & Media Expert<br><b>Max Thinius</b> - Futurologist   | A futurologist approach: The watch and jewelry trade of the future  |
| Brand Marketing | 12:15         | <b>Alexander Biesalski</b> - Biesalski & Company, Owner & Managing Partner<br><b>Katerina Perez</b> - KaterinaPerez.com Founder and Editor in Chief   | Turning brands into value! Brand presence as a strategy<br>Maximizing Instagram success in the current environment. The daily life of a top influencer in the global jewelry business |
|                 | 12:30         | <b>Francesco Pesci</b> - Georg Jensen, CEO & Chairman<br><b>Søren Lynggaard</b> - Ole Lynggaard, CEO & Owner  | Modern family business - between tradition and digitalization   |
| News            | 12:50         | <b>Bernhard Bauhofer</b> - Sparring Partners, Founder & CEO   | The TRENDFACTORY Press  |
| Technology      | 13:00         | <b>Heike Kammerer</b> - IBM Deutschland , Head of Industry LAB, IBM Watson Center Munich  | How can AI shape your business success  |
|                 |               | <b>Patrick Brüch</b> - Mawave, Founder & CEO<br><b>Caro Henne</b> - CARO Ltd. , Consultant Luxury Marketing & Strategy<br><b>Christian Leffin</b> - Salesforce, Strategic Advisor Office of the CEO | Platform, distribution channels and apps. How modern companies transform themselves   |
|                 | 13:20         | <b>Dr. Laurent Massi</b> - AGAT - Académie de Gemmologie, Co-Founder & President<br><b>Dr. Pierangelo Gröning</b> - EMPA CTO  | The role of the gemmologist in the 21st century. Tradition, education and challenges for the industry<br>Material and Process Innovations Relevant for Watch Makers                   |
| Design          | 13:40         | <b>Alessio Boschi</b> - Alessio Boschi Jewels, Founder & Creative Director<br><b>Jothi-Séroj Ebroussard</b> - Atelier Ebroussard, Master Sculptor & Jeweler   | The role and work of a designer in the 21st century   |
| Closing Keynote | 13:55         | <b>Charles D.A. Ruffolo</b> - The NetworKing Corporation, President   | Reinspire into the future! It's all about Relationships through Networking  |
| The End         | 14:00         | The End   | The End   |
| MASTERCLASSES   | 14:00 - 15:30 | MASTERCLASSES   | MASTERCLASSES   |

INHORGENTA TRENDFACTORY #ReInspire

Status 20.10.2020

| Act         | Time CET      | Speaker   | Topic   |
|-------------|---------------|---|---|
| MASTERCLASS | 14:00 - 15:30 | <b>Caro Henne</b> - CARO Ltd. , Consultant Luxury Marketing & Strategy  | <b>Customer-focused marketing for luxury brands with Google's ex-head of luxury</b><br>Part I: Customer-Centric Marketing for Luxury Brands - with Google's Ex-Head of Luxury<br>Part II: Workshop: Building a Customer-Centric Marketing Strategy on the basis of a real life example  |
| MASTERCLASS | 14:00 - 15:30 | <b>Stéphane Galienni</b> - Balistik Art, Co - Founder / Creative Strategist<br><b>Katja Graise</b> - Balistik Art, Co - Founder / Digital Communication | <b>Newstalgia: Once upon a time, the future of luxury.</b> How to define storytelling from heritage to innovation. Presented by the leading french luxury brands agency, Balistik Art.  |
| MASTERCLASS | 14:00 - 15:30 | <b>Antonio Carriero</b> - Breitling , Chief Digital and Technology Officer (CDTO)   | <b>Future retail - Digital, the new way of doing things.</b><br>Digital is a new way of doing things. Take the deep dive in a best practice lecture with Antonio Carriero, the master mind of Breitling's omni-channel strategy   |
| MASTERCLASS | 14:00 - 15:30 | <b>Christian Leffin</b> - Salesforce, Strategic Advisor Office of the CEO   | <b>Sustainability - From the sidelines to major corporate goal</b><br>Sustainability in action with the 1-1-1 model at the leading cloud computing specialist Salesforce. A hands-on workshop for every size of company to implement a working sustainability policy.   |
| MASTERCLASS | 14:00 - 15:30 | <b>David Walmsley</b> - Pandora, Chief Digital & Omnichannel Officer  | <b>The post-COVID-19 shopping experience.</b> Future retail after COVID-19, a best practice lecture with David Walmsley, the leading mind of Pandora's future retail strategy   |
| MASTERCLASS | 14:00 - 15:30 | <b>Alf Gegenfurtner</b> - Interness Services, CEO<br><b>Philipp Gegenfurtner</b> - Interness Services, CTO  | <b>THE DIGITAL CLOCK IS TICKING! (German language lecture)</b><br>Effects of the lack of a digital strategy in specialist retail, especially taking into account the current crisis.<br><b>Offline - Online. A perfect symbiosis! (German language lecture)</b><br>Holistic digital solutions - Holistic and sustainable solutions of digital strategies for manufacturers and specialist retailers to actively address and involve end consumers in a constant dialogue. |
| MASTERCLASS | 14:00 - 15:30 | <b>Alexander Biesalski</b> - Biesalski & Company, Owner & Managing Partner  | <b>Turning brands into value! Brand presence as a strategy</b><br>Dynamic market environments demand agility and performance orientation, especially in the management of luxury brands. In his contribution, Alexander Biesalski, author of luxury brand studies for the leading business magazines 'Wirtschaftswoche' and 'Manager Magazin'. explains how brand value creation is measured and how the brand can be activated as a powerful driver of transformation.   |
| MASTERCLASS | 14:00 - 15:30 | <b>Marcel Benson</b> - Benson Watch Cie. Founder & CEO  | <b>Story Time - The power of crafting an authentic story</b><br>Marcel, the founder of Benson Watch Co., built his company from idea to notable enterprise. His work has been featured in several media outlets including The NY Times and Black Enterprise. Also, he was selected as the 2016 Modern Man by Black Enterprise. Follow his branding advice in a lively presentation.   |
| MASTERCLASS | 14:00 - 15:30 | <b>Dr. Laurent Massi</b> - AGAT - Académie de Gemmologie, Co-Founder & President  | <b>The role of the gemmologist in the 21st century.</b> Tradition, education and challenges for the industry. Learn about the future of gemology from a world leading expert in his field of expertise.   |
| MASTERCLASS | 14:00 - 15:30 | <b>Charles D.A. Ruffolo</b> - The NetworkKing Corporation, President  | <b>It's all about Relationships through Networking</b><br>Despite its demonstrable effectiveness, for many Networking is still a vague process that is difficult to grasp. Nevertheless, everyone has a network. More and more often, the success of your company is driven by the human dimension. Learn to network effectively with the Networking King, Charles Ruffolo.   |
| MASTERCLASS | 14:00 - 15:30 | <b>Gerhard Novak</b> - Porsche Design Timepieces, CEO   | <b>Innovation in luxury watches by individualization</b>  |