

LUXUSWATCH24.com

Timeless Refinement

Due Diligence

1. Executive Summary

1.1 Origin and motivation

LUXUSWATCH24.com is the result of more than twenty years of practical experience in sales, recruiting and customer management. For more than two decades, founder Jürgen Heinrich has experienced how trust develops between people – and how it is lost when digital systems displace personal contact.

In 2018, he registered the domain **Luxuswatch24.com**, with a clear vision: to create a platform that connects **real people** with **digital technology** – a **phygital structure** that combines the trust of brick-and-mortar retail with the reach of the internet.

The origin lay in several **Facebook groups** that Heinrich founded and moderated himself. These groups grew to **over 1,400 members** – private collectors, commercial dealers and buyers who exchanged and sold luxury watches. From this real market community arose the decision to build a professional trading platform that upholds the same values: **honesty, traceability, personal responsibility**.

Today, **LUXUSWATCH24.com** stands for a completely new approach: a global, decentralized platform that actively **analyzes, controls and monetizes the luxury watch market** instead of just mapping it.

1.2 The Vision

"Luxury is not an algorithm – luxury is trust."

This platform aims to redefine the foundation of the global luxury watch market. Instead of anonymous listings and opaque dealer structures, a network of **genuine, verified specialist dealers** is created here who are digitally connected – a global **neural system** of trust.

By 2030, LUXUSWATCH24.com aims to become the **leading phygital luxury watch ecosystem** that connects globally **certified brand ambassadors** with each other, controls the market in real time and also provides **valuable market data** for banks, insurance companies and manufacturers.

1.3 Business model at a glance

Three-layer structural model

1. **Phygital marketplace** – digital reach + physical trust
2. **Brand ambassador network** – 300 certified dealers in up to 100 countries
3. **Golden Neural Network** – AI-supported market analysis and market management

The platform combines the convenience of digital transactions with the sense of security of brick-and-mortar retail. Every sale takes place online – each watch remains physically verifiable and can be verified by a certified ambassador.

Seller types and fees:

Salesman	Provision	Remark
Brand Ambassador	3,8 %	Certified and verified
Commercial dealers	4,8 %	approved partners
Private	4,8 %	Sales via review process

Revenue streams:

commissions, authenticity checks, re-routing fees, data and API sales, advertising space, insurance and warranty brokerage.

Customer:

- Maximum security through certified dealers
- Fair fees (\approx 50% below market standard)
- Transparent processing incl. escrow payment
- Optional warranty and insurance

Merchant Advantage:

- Lower costs + global visibility
- Participation in marketing campaigns
- Real-time market data for price optimization
- Network of 300 partners instead of lone wolves

1.4 Market and objectives

Ratio	Value
Market volume 2025	≈ € 80 billion
Forecast 2030	€ 108 billion (+6% CAGR)
Pre-Owned Anteil 2030	€ 45 billion (+9% CAGR)
Online share 2025	> up 30%

The digital market is growing, but at the same time trust in purely anonymous providers is declining.

This is where LUXUSWATCH24.com comes in – with a **phygital trust model** that combines people and technology.

1.5 Core Problems of the Market

1. **Anonymity and lack of trust** – buyers often don't know who they're trading with.
2. **Risk of counterfeiting and fraud** – especially in private sales.
3. **Excessive fees** – up to 10% on existing marketplaces.
4. **No market control** – platforms react passively to trends.
5. **Legal uncertainties** – EU PLD 2024 / DSA are often not met.

LUXUSWATCH24.com solves these problems through a human-digital system: real sellers, real auditors, real liability – but fully digitally mapped.

1.6 Die Market Community

The term "**market community**" describes the heart of the platform.

Here, private sellers, commercial dealers and certified ambassadors meet on a common level. Each participant is visible and communicates openly – the opposite of anonymous listings.

Elements of the Market Community:

- Public profiles of ambassadors with proof of authenticity
- Rating and trust system
- Opportunity for voluntary support ("Contribution to the Network")
- Integration of Facebook and Instagram feeds to increase reach

This community represents the social part of trust – a human counterpart to the technical precision of the Golden Neural Network.

1.7 The Team

Position	Name	Task
Founder / CEO	Jürgen Heinrich	Strategy, Finance, Internationalization
CHRO / Head of Ambassador Recruiting	Sandra Federmann	Global recruitment, onboarding, and HR structure
Technical Project Manager (External)	Martin Seyfried	Platform development and system architecture
Press & Specialist Communications	Karl-Heinz Nuber	Media, Investors, Watch Journalism
Legal & Compliance	External specialist law firm	Law, GDPR, EU PLD, Contracts

The team works lean, but experienced:

5–7 people in the start-up phase, **15–18 employees** in the company. Part of the development deliberately remains in-house in order to secure knowledge and strategically complement Seyfried's external team.

1.8 Key financial data

Ratio	Year 1	Year 5
Turnover	2 008 800 €	13 532 760 €
Profit	867 800 €	9 583 413 €
Margin	43 %	79 %
Break-even	after 12 months	–
ROI	–	> 600%
EBIT Multiple (4×)	–	≈ € 38–40 million

1.9 Investment and participation

Participant	Share	Remark
Jürgen Heinrich	70 %	Founder, operational management
Sandra Federmann	5 %	CHRO & Head of Recruiting
Investor(en)	25 %	Capital, Board, Scaling

Investment requirement: € 1.5 million (technology, personnel, legal, marketing, operations)
Exit scenario: 4× EBIT after 5 years ≈ € 38–40 million value.

1.10 Executive Summary Conclusion

LUXUSWATCH24.com stands for a new form of digital platforms:
human, scalable, controlled, profitable.

The combination of 300 ambassadors, 7,500 multipliers and AI-supported market governance makes the platform a unique, living system in the global luxury watch segment.

2. Market analysis and competition

2.1 Market Size and Dynamics

The luxury watch market is one of the most stable and stable consumer sectors in the world. Even in phases of economic slowdown, luxury watches remain liquid assets. The demand for used models is growing much faster than that for new goods.

Global market development (according to Deloitte 2025):

- Market volume 2025: € 80 billion
- Growth by 2030: +35% (≈ € 108 billion)
- Pre-Owned-Segment 2025: € 27 Mrd. → 2030: € 45 Mrd.
- Online sales share in 2025: > 30%, 2030: > 50%.

The digital transformation of the luxury segment has only just begun. With the right trust concept, LUXUSWATCH24.com can build a leading position.

2.2 Regional Growth Markets

Region	Market potential	Comment
Europe	Stable – high need for trust	Core region of the first ambassadors
Asia	Growth > 8% p.a.	strong online affinity
United States	digitally advanced	Price dominance, high secondary market
Middle East	High purchasing power	Strong collecting culture
Latin America	up-and-coming	Low digital competition

2.3 Core trends

1. **Confidence turnaround:** Buyers prefer verified dealers.
2. **Sustainability:** Pre-owned is becoming part of modern luxury.
3. **Digitalization:** Social commerce and phygital are becoming the standard.
4. **Regulation:** New EU laws force platforms to be liable.
5. **Data economy:** Market data is becoming an independent source of revenue.

2.4 Competitive analysis

Platform	Model	Weaken	LW24 Advantage
Chrono24	Purely digital	Anonymity, high fees	Phygital, certified
Watchmaster	B2C Own Inventory	High capital requirements	open marketplace
WatchBox	US-centric	Limited coverage	Globally decentralised
eBay Luxury	C2C	No obligation to check	Guarantee of authenticity
LUXUSWATCH24.com	Phygital / decentralized	–	Human + AI + Data

3. The ambassador network and external marketing power

3.1 The foundation of success

The backbone of **LUXUSWATCH24.com** is the global network of certified **brand ambassadors** – experienced luxury watch retailers with a proven reputation, physical stores and dedicated staff.

While other platforms rely on paid employees, LUXUSWATCH24.com uses a structure based on **300 independent ambassadors** and their **4,500 – 7,500 employees**. This system creates organic marketing power and global market intelligence, with no additional fixed costs.

3.2 Structure and structure

Year	Ambassador	Branches	External employees	Reach
1	50	150	750 – 1 250	0.5 – 2.5 million contacts
2	100	300	1 500 – 2 500	1 – 5 million
3	150	450	2 250 – 3 750	1.5 – 7.5 million
4	225	675	3 375 – 5 625	2.25 – 11 million
5	300	900	4 500 – 7 500	3 – 15 million

Each store is physically visible and serves as the platform's real touchpoint – a showcase that translates **digital visibility into local credibility**.

3.3 Qualification criteria

Each Ambassador must meet the following points before concluding the contract:

- At least **3 years of active market presence** as a trader.
- Operate at **least 2-3 physical stores**.
- **15-25 qualified employees** in sales, service or watchmaking.
- **Stock value** ≥ € 100,000 or ≥ 50 luxury watches.
- **Proof of existing customer relationships** (10,000 – 50,000 contacts).
- Full **AML/KYB documentation**.

- Approval of the **International License and Service Agreement** (7 pages, German/English).
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3.4 The role of ambassadors

An ambassador is not only a seller, but **an active market partner**:

- It checks watches, authenticates transactions and guarantees their authenticity.
- It serves as a physical touchpoint for customers – digitally visible, but locally accessible.
- He uses his staff and social media channels for campaigns on the platform.
- He will have access to market insights and data analysis from the Golden Neural Network.

In this way, the ambassadors act as **neural nodes** in the system – each provides data, each reinforces brand perception.

3.5 Recruiting strategy

Ambassadors are recruited and supervised by **Sandra Federmann**, Head of Ambassador Recruiting (CHRO).

Channels:

- Direct approach via Heinrich's 20-year network.
- Recommendations about Karl-Heinz Nuber (Press & Watch Journalism).
- Fachmessen (Watches & Wonders, LVMH Watch Week, Basel World).
- Referral program "Ambassadors recruit ambassadors".
- Social media campaigns in LinkedIn and Facebook watch groups.

Recruitment goal:

300 certified ambassadors in 5 years → probability of success ≈ 90%.

3.6 Contract and liability structure

Contract: "International License and Service Agreement" (7 pages).

Quintessences:

- § 4 Escrow system (escrow account)
- § 7 a Commission regulation (3.5 %)
- § 8 Product Liability / EU PLD Compliance
- § 9 Non-Competition / Bypass-Verbot
- § 13 ICC Arbitration Zürich

Principle of adhesion:

- **Ambassador:** full responsibility for authenticity and condition.
 - **Platform:** Intermediary role with optional warranty processing.
 - **Insurance partners:** Malca-Amit, Ferrari Group, Lloyd's of London.
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3.7 Control and quality assurance

- Behavioral and transaction tracking within the platform.
 - Random audits by LW24 audit team.
 - Sanctions for bypass violations (loss of ambassador status).
 - Exclusive marketing rights only when actively using the platform.
 - Buyer protection through authenticity and escrow system.
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4. Marketing power and external multipliers

4.1 Organic Reach

Each of the 4,500 – 7,500 people in the network acts as an "external employee". Salespeople, watchmakers and social media managers talk about the platform every day – in the store, in contact with customers and online.

Result: 15 – 60 million organic contacts per year, without classic advertising costs.

Canal	Range p.a.	Cost
900 branches (shop windows, flyers)	13.5 – 54 million contacts	0 €
4,500 – 7,500 employees	225,000 – 750,000 customer meetings	0 €
Social Media (300 Ambassadors)	1,5 – 4,5 Mio Follower	0 €
Trade Press (Karl-Heinz Nuber)	0.5 – 2 million readers	0 €

4.2 Quarterly campaigns

Every quarter, LUXUSWATCH24.com runs a global campaign across all ambassadors – simultaneously on Facebook, Instagram, YouTube and LinkedIn.

Goals:

- Increase reach
- Stimulate sales
- Strengthen brand trust

The ambassadors are obliged to participate. This ensures consistent branding and continuous brand presence – cost-neutral for LW24 because the campaigns run through the ambassadors' channels.

4.3 Marketing Efficiency

Chrono24 invests an estimated > € 50 million per year in Marketing.LUXUSWATCH24.com requires ≈ € 300,000 – and achieves a similar reach.

Factor: 167 × more efficient.

Ratio	Chrono24	LW24
Marketingbudget p.a.	≈ € 50 million	€ 0.3 million
Range p.a.	60 million	≈ 55 million
Efficiency	1 ×	167 ×

4.4 Press and media relations

- Karl-Heinz Nuber (Tourbillon, Tick-Talk): permanent media accompaniment.
- Media kit and banner campaigns in preparation.
- International press work to attract investors and partners.

5. Technology and Golden Neural Network

5.1 Architecture

- Cloud-based system (AWS or Azure).
- Frontend: React + Next.js + Tailwind.
- Backend: Python / Django with GraphQL API.
- AI engine: TensorFlow for pattern recognition.
- Database: PostgreSQL with ElasticSearch Layer.
- Hosting: IONOS Ultimate (500 GB SSD, 20 GB RAM).

Project management: Martin Seyfried (external) + 2 internal developers. Goal: Know-how remains within the company, Seyfried ensures technical quality.

5.2 Das Golden Neural Network

The system is the intelligent layer of the platform. It links the 300 ambassadors to a decentralized, "living" network.

Functions:

- Recording of all transactions, inquiries and prices.
 - Analysis of demand and price movements.
 - Creation of a "Demand Pulse Index" (DPI) per brand and region.
 - Automatic recommendation for re-routing or price optimization.
 - Dashboard for ambassadors with real-time market data.
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5.3 Market management (Demand Pulse System)

If demand decreases in one region and increases in another, the system shifts the visibility and prominence of the offers.

Example:

Australia – low demand for dress watches. Spain – strong trend towards classic models. → The system directs the offers of Spanish buyers to the fore, reduces Australian visibility.

Criteria for market management:

- Demand imbalance
- Seasonal effects (summer/winter models)
- Currency and customs changes
- Regional price differences
- Social-Media-Signale

Benefit:

- Shorter storage times for dealers.
 - Higher margins on watches in trendy regions.
 - LW24 receives a re-routing fee of 5–10% of the additional proceeds.
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5.4 AI and Human Testing

AI recognizes patterns, anomalies and suspected counterfeiting, but does not make decisions autonomously.

Each authenticity check is finally confirmed by an ambassador.

This makes the platform both fast and legally compliant.

5.5 Escrow and Payment System

- Buyer pays in escrow.
- Watch is being shipped.
- After confirmation, → payout to seller.
- Certification fee: € 250 per watch (€ 25 goes to LW24).

Partners: Stripe, PayPal, classic SEPA.

6. Finances, profitability and KPIs (binding calculation 2025–2030)

6.1 Revenue Model and Revenue Streams

Multi-tiered, scalable revenue model with high margin and clear structure

Source of income	Description	Fee / share	Revenue character
The transaction commission	Seller pays in case of successful sale	3.8% (Ambassadors), 4.8% (Retailers/Private)	Core revenue stream
Authenticity check	Ambassador Certification	250 € / hour (25 € to LW24)	Additional sales, high margin
Market Steering Fee	When re-routing via Golden Neural Network	5 – 10 % on additional revenue	Data-driven additional sales
Data & API Sales	To insurance companies, banks, manufacturers	30 000 – 150 000 € p.a. per license	Strong growth
Advertising / Banners / Sponsoring	Premium placements on the platform	0.5 – 2 million €/year	Stable additional sales
Insurance & Guarantee Commission	Cooperation with Lloyd's, Malca-Amit, Ferrari Group	200 – 500 €/hour	supplementary margin
Premium Memberships	VIP Accounts for Collectors	20 – 50 €/month	recurrent

6.2 Revenue and profit planning

Year	Ambassador	Sales	Turnover (€)	Cost (€)	Profit (€)	Margin
1	50	18 150	2 008 800	1 515 000	493 800	25 %
2	100	35 400	3 883 320	1 870 000	2 013 320	52 %
3	150	53 700	5 916 300	2 230 000	3 686 300	62 %
4	225	81 000	8 943 480	2 600 000	6 343 480	71 %
5	300	109 500	13 532 760	2 950 000	10 582 760	78 %

Break-even: 10–12 months after platform launch

ROI (year 5): > 600%

Enterprise value (EBIT multiple 4×): €42 million – €44 million

6.3 Cost Structure

Cost block (figures in €)	Year 1	Year 2	Year 3	Year 4	Year 5	Note
Personnel costs (15 – 18 employees)	950 000	1 150 000	1 350 000	1 600 000	1 850 000	Realistic salaries Southern Germany
Platform & IT (hosting, maintenance, DevOps)	120 000	160 000	200 000	230 000	250 000	IONOS + Cloud + Monitoring + Security
Marketing & Branding	200 000	250 000	300 000	350 000	400 000	Organic + Paid + Ambassador Campaigns
Legal & Insurance	50 000	60 000	70 000	85 000	100 000	PLD + DSA + D&O + Cyber + Legal Advice
Rent & Utilities	75 000	77 000	79 000	82 000	85 000	Munich / Regensburg realistic
Software & Consulting	50 000	65 000	80 000	100 000	120 000	Tools + UX + Audit + Strategy Consulting
Equipment & Vehicle Fleet	45 000	48 000	51 000	53 000	55 000	Hardware, Office, Vehicles
Total costs	1 515 000	1 870 000	2 230 000	2 600 000	2 950 000	-

6.4 Personnel concept

Year	Colleague	Ø Gross salary incl. NK	Total costs	Structure
1	7	67 000 €	950 000 €	CEO, CHRO, Tech-Lead, 2 Devs, 1 Admin, 1 Marketing
2	10	70 000 €	1 150 000 €	+ Support / Communication
3	13	73 000 €	1 350 000 €	+ Operations / Legal
4	15	75 000 €	1 600 000 €	+ Finance / Recruiting
5	18	77 000 €	1 850 000 €	Full cast

No 24/7 support: Support is provided decentrally via ambassadors. Internal developers secure in-house know-how; Seyfried will remain technical project manager.

6.5 Liquidity & Investment

Investment:

- Platform development and technical infrastructure: €500,000
- Marketing, fire construction, campaigns: 250 000 €
- Legal, insurance, documentation: 100 000 €
- Operating funds (6 months): 650 000 €

Total requirement: 1.5 million €

Use:

- 33% Technology & Infrastructure
- 22 % Marketing & Launch
- 15 % Legal & Protection
- 30 % Operations & Personnel
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6.6 KPIs & Reporting

Main monthly metrics:

- Active Ambassadors
- Transaction volume (number & value)
- Conversion Rate (Listing → Verkauf)
- Average shopping cart value
- Revenue per Ambassador
- Share of re-routing sales
- Number of authenticity checks
- Data Licenses & Customers
- Net Promoter Score (NPS)
- Cost per transaction (CAC)

Benchmark values:

- **CAC:** €40-60 (extremely low due to ambassador marketing)
 - **LTV:** €300-400
 - **LTV/CAC ratio:** 6-8 : 1 → excellent profitability
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6.7 Financial evaluation

Ratio	Value	Interpretation
EBIT Year 5	€10.6 million	stable operating profit
EBIT-Multiple (4×)	42 – 44 million €	Realistic assessment framework
ROI	> 600%	Excellent return on investment
Break-even	Month 10 – 12	achieved after go-live
Cash flow from year 2 onwards	positive	self-financed

6.8 Conclusion

The cost structure is based on realistic assumptions for a growth-oriented company in the luxury segment. The model is profitable, scalable and, even when viewed conservatively, remains significantly higher margins than all relevant competitors. The investment requirement of € 1.5 million fully covers development, operation and market launch. The ratio of **cost, reach and trust** is unique in the industry.

7. International scaling, marketing and expansion

7.1 Strategic Structure

LUXUSWATCH24.com has been internationally structured from the very beginning. The goal: **100 active countries within 24 months of the live launch**, starting with the six core markets:

DE Deutschland CH Switzerland IT Italy FR France ES Spain US United States

The selection is based on market size, purchasing power and the existing presence of potential brand ambassadors, with additional target regions (Asia, Middle East, Scandinavia) to follow from year 2.

7.2 Three-Phase Strategy for Scaling

Phase	Period	Centre of gravity	Target
1. Foundation	Year 1–2	Platform building, 50 ambassadors, beta phase, brand building	2 000 sales/month
2. Expansion	Year 2–4	Internationalization, 150 ambassadors, AI system fully active	6 000 sales/month
3. Global Leadership	Year 4–5	300 ambassadors, 100 countries, global brand positioning	> 9 000 sales/month

Each stage has its own operational priorities and reporting goals (revenue, reach, NPS).

7.3 Building the international network

Recruitment axes:

1. **Europe:** via existing press and dealer networks (Nuber + Federmann)
2. **Asia:** Cooperation with already identified dealers in Japan, Thailand, Singapore
3. **USA:** Cooperation with established resellers and collector groups
4. **Middle East:** Luxury cluster Dubai / Riyadh through personal contacts and trade fairs

Contractual basis:

Each ambassador receives an exclusive country or regional mandate – this increases motivation, reputation and accountability.

7.4 Brand ambassadors as market architecture

Each Ambassador acts as a local **trust node** in the global network.

- Build local visibility (online + offline)
- Distribute social media content in your own country
- Use the press and customer network to anchor LUXUSWATCH24.com
- Deliver market intelligence to the Golden Neural Network

This creates a "**self-reinforcing structure**" – each ambassador is sales, marketing and market analysis at the same time

7.5 Quarterly Marketing by Ambassadors

Coordinated, multilingual campaigns are carried out four times a year. Ambassadors are required to participate and use their channels.

Campaign forms:

- Product Stories (Watches + Brand Focus)
- „Behind the Watch“-Clips auf YouTube und Instagram
- Local events and livestreams
- Facebook cross-posts between all ambassadors

Language & Localization:

DE / EN / IT / FR / ES – central templates, local translations by ambassadors.

7.6 Centrally Supported Marketing

LUXUSWATCH24.com provides marketing materials centrally:

- Video templates, social media snippets, logo sets
- automated postings via API tools
- Uniform visual branding (gold/black/emerald accent)
- KPI tracking of each campaign

This creates a global brand identity with local authenticity – **glocal marketing**, driven by people, not algorithms.

7.7 Press and Media Strategy

Conductor: Karl-Heinz Nuber (WatchTime, Tourbillon, Tick-Talk)

- Establishment of permanent press partnerships in Europe and Asia
- Regular professional articles and interviews on market trends
- Media kit with KPIs and market analysis for international watch press
- Targeted positioning as the "most trusted platform in the world"

Medienformate:

Print, Online-Magazine, Branchen-Podcasts, YouTube-Kanäle (WatchBox, WatchAdvisor).

7.8 Data exploitation as a growth factor

A central asset of the platform is anonymized market and price data, which forms a **secondary source of revenue** with extremely high scalability.

Sales:

- 30 – 50 licenses p.a. to insurers, banks, analysts
- API access for manufacturers for price and demand analysis
- License volume: 30 000 – 150 000 € p.a. / customer

Hauptkunden:

Allianz, Zurich, UBS, Julius Bär, Deutsche Bank, Pictet, BlackRock, Cartier, Omega.

This data forms the backbone of future partnerships – an area that competitors such as Chrono24 have hardly monetized so far.

7.9 Marketing Efficiency & Reach

Through the ambassador network, marketing is **organically multiplied**:

Source	Range p.a.	Cost
900 stores (shop windows / flyers)	13.5 – 54 million contacts	0 €
4,500 – 7,500 employees	225,000 – 750,000 calls	0 €
Social Media (300 Ambassadors)	1,5 – 4,5 Mio Follower	0 €
Trade News / Nuber	0.5 – 2 million readers	By appointment
Total	≈ 60 million contacts p.a.	+/- 0 € direct

Efficiency factor compared to Chrono24: > 160 × better range/budget ratio.

7.10 Scaling Roadmap (Simplified Overview)

Period	Focus	Main objective	Ratio
Q1–Q4 2026	Platform Go-Live + Pilot Countries	50 Ambassadors active	15,000 Transaction
2027	European expansion	100 ambassadors / 30 countries	35,000 Transaction
2028	Entry Asia + USA	200 ambassadors / 70 countries	70,000 Transaction
2029–2030	Global rollout / stabilization	300 ambassadors / 100 countries	110,000 Transaction
2031 et seq.	Data & Service Ecosystem	Market leader	€15 million+ annual turnover

7.11 Governance & Brand Management

- Zentrale Brand-Guidelines („Timeless Refinement“)
- Mandatory integration of the logo in all means of communication
- Approval processes for marketing assets via internal portal
- Brand ambassador certificates as proof of quality
- Annual Audits for Active Ambassadors (Compliance + Performance)

7.12 International role model

Head of Ambassador Recruiting (Sandra Federmann)

runs a decentralized HR system that coordinates recruitment, onboarding, and performance tracking worldwide.

Technology (Martin Seyfried)

ensures platform stability, maintains cloud infrastructure and ensures international scalability.

Media (Karl-Heinz Nuber)

puts the brand in the spotlight in the media and links it to the trade press – the decisive multiplier for credibility.

7.13 Conclusion of the expansion strategy

LUXUSWATCH24.com combines **global scale with local trust structure**. Every ambassador is a node in the neural network, every employee is a multiplier, every transaction is a data signal. The result is an **organically growing phygital ecosystem** that combines trust, efficiency and visibility worldwide.

The business model is not dependent on advertising budgets or central structures – it grows through people whose success is directly linked to the success of the platform.

8. Governance, Capital Structure and Financial Statement Measurement

8.3 Investor structure and capital strategy (binding)

LUXUSWATCH24.com is **geared towards** sustainable, profitable growth **and the** long-term development of a global brand – **not an exit case**. The goal is to scale the company organically, steadily increase brand value while maintaining control and quality in-house.

Fixed shareholding structure

Participant	Role	Share
Jürgen Heinrich	Founder & CEO	70 %
Sandra Federmann	CHRO & Head of Ambassador Recruiting	5 %
Investor	strategic capital partner	25 %

This structure remains **permanent**. No **further financing rounds**, no **dilution of shares** and no **sale of the company** are planned.

Return on investment for investors

The investor does not benefit from an exit, but from a **steady share of the proceeds** in the ongoing business.

- **Dividend payments from year 2** onwards (after achieving positive cash flows)
- **Increase in the value of company shares** through international growth
- **Continuously increasing margins** through organic scaling
- **Participation in the global brand development** of a structurally unique business model

LUXUSWATCH24.com sees investors as **long-term partners**, not as a transit station. The capital is reinvested specifically in expansion, brand ambassadors and technical expansion.

Strategic target image

The focus is on:

- **controlled growth** instead of debt financing
- **high margin** instead of maximizing sales at any price
- **International brand presence** with a stable core structure
- **Creating value from trust, data and people**

This makes LUXUSWATCH24.com a **permanently profitable, independent platform** that is designed to last for decades – not for short-term sales scenarios.

Conclusion:

Capital works in the company, not against it. The investor remains a partner in a growing, stable and humanly structured system – with real substance, not with speculation.

8. Governance, Capital Structure, Risk Assessment and Financial Statement Assessment (Final Version)

8.1 Risk analysis

LUXUSWATCH24.com operates in a dynamic but clearly structured market environment. All relevant risks are identified, measurable and underpinned by concrete countermeasures.

Risk area	Description	Countermeasure
Market risk	possible phases of weakness in the luxury segment	Focus on pre-owned market with stable performance
Technology risk	Potential delays in platform construction	redundant cloud architecture, led by project manager Martin Seyfried, two internal developers
Regulatory risk	new EU requirements (PLD 2024/2853, DSA)	Full compliance, external legal review, insurance coverage
Trust risk	Counterfeiting cases by third-party providers	Mandatory authenticity check via certified ambassadors
Financing risk	Capital requirements during scaling	Break-even within 12 months, positive cash flow from year 2
Personnel's risk	Failure of individual key persons	Representation structure, process documentation, internal knowledge management
Brand Risk	Unauthorized use of the logo	Binding brand guidelines, central approval processes
Competitive pressure	Reaction of established platforms	Differentiation through a human network of trust and market control

The phygital structure with 300 ambassadors offers a **decentralized, stable system** that reacts resiliently to regional fluctuations.

8.2 Governance Structure and Control

Transparency, traceability and responsibility are firmly anchored in corporate management.

- **Quartalsweise Board-Meetings** (CEO / Investor / CHRO)
- **Monthly KPI reports:** revenue, conversion, margin, NPS, re-routing revenue
- **Annual compliance audits** by external law firm
- **Ambassador Audits** for Quality Assurance
- **Data security:** ISO 27001-compliant processes, GDPR-compliant
- **Financial reporting:** audit-proof accounting and dashboard insight for investors

The result: **maximum transparency** with clear operational management at the same time.

8.3 Investor Structure and Capital Strategy

LUXUSWATCH24.com pursues a **sustainable, growth-oriented model** – not an exit case, not a short-term investment project – with the aim of organic, profitable expansion under stable management.

Participant	Role	Share
Jürgen Heinrich	Founder & CEO	70 %
Sandra Federmann	CHRO & Head of Ambassador Recruiting	5 %
Investor	strategic capital partner	25 %

This structure is designed for **long-term stability** and can be adapted by mutual agreement if strategic necessity arises. There are **no planned further financing rounds, no dilution** and **no company sale**.

Yield mechanism:

- Annual **dividends from year 2** onwards after positive cash flow
- **Increase in the value of the shares** through international growth
- **Stable margins and recurring income**

LUXUSWATCH24.com considers investors to be **long-term partners**, not short-term investors, and the capital is used exclusively for **brand strengthening, technical development and global scaling**.

Basic principle: Capital works in the company – not against it.

8.4 Governance and reporting culture

- Monthly financial and performance reports
- Real-time performance monitoring of all ambassadors
- Annual technical/legal/operational audits
- Binding **Code of Conduct**
- Direct investor access to the reporting system

This creates a governance standard that corresponds to the professional level of listed digital companies.

8.5 Sustainability and competitiveness

- **Phygital Concept:** People + Technology → Trust + Efficiency
- **Regulatory advantage:** PLD-compliant from day 1
- **Data Economy:** Building Anonymized Market and Price Data as Additional Value
- **Brand architecture:** uniform, protected, globally applicable
- **Self-reinforcing system:** every new store expands reach and trust

LUXUSWATCH24.com grows through network effects, not through advertising expenditure – a structural cost advantage over all competitors.

8.6 Future Outlook 2030

Ratio	Expected value
Turnover	> €18 million
EBIT	> €13 million
Enterprise value (EBIT × 4)	€50 – 65 million
Active countries	> 100
Ambassador	300
External employees	7 500

Ratio	Expected value
Watches sold/year	> 150 000
Data customers	> 70

Until then, the brand was considered the **world's most trusted platform for luxury watches** – with measurable reach and resilient profitability.

8.7 Strategic Unique Selling Points

Category	Advantage	Description
Phygital model	digital + physical	combines global reach with real trust
Golden Neural Network	Market management	Real-time data + AI analysis + human testing
Decentralized structure	Efficiency	300 ambassadors with approx. 7,500 employees
Organic Marketing	Zero CAC	≈ 60 million contacts p.a. without advertising costs
Regulatory advantage	EU-PLD compliant	Legally protected & insured
Strong brand	„Timeless Refinement“	Uniform international protection
Experienced team	> 20 years of recruiting & sales	Practical, globally networked
Investor advantage	hoher ROI + planbare Rendite	High-growth and scalable

8.8 Final Evaluation

LUXUSWATCH24.com is not a classic online marketplace, but a **neural, phygital system** for trust, data and value.

Every watch tested strengthens the network. Every transaction generates data and revenue. Every ambassador expands the brand.

Key messages for investors:

- Break-even within 12 months after go-live
- Positive cash flow from year 2 onwards
- Profit > €10 million in year 5
- Enterprise value > €40 million



- No dilution, no exit plans
- Long-term return on current business

"We bring trust back to where it belongs – real Menschen. LUXUSWATCH24.com is not a marketplace, but the neural network of the global luxury watch market."

– Jürgen Heinrich, Founder & CEO