



March 22, 2018

Dear friend of Seiko,

Welcome to Baselworld 2018.

When you visit our pavilion this year, you will be met by the very best in both our brands. You will see that the Grand Seiko collection is wider than ever, with more sports and more formal watches alongside the traditional Grand Seiko designs. The highlight in the Grand Seiko wing is an important series that celebrates the twentieth anniversary of our 9S automatic caliber, including an entirely new automatic caliber for the women. The Seiko wing invites you into the world of Prospex, our leading sports watch collection. Here you will see a series of new diver's watches, for both professional and recreational use, that might be our strongest ever.

The Grand Seiko and Seiko collections showcase both our commitment to technological innovation and our respect for the traditions of our brands. I take great pride in our company's unbroken history of advancement in all forms of watchmaking and you will see this pride expressed as 'Seiko. Since 1881' in all our future communication.

We look forward to welcoming you to our pavilion.

Yours sincerely,

A handwritten signature in black ink that reads 'S. Hattori'.

Shinji Hattori
Chairman and CEO



SEIKO WATCH CORPORATION

Public Relations and Advertising Dept.

26-1, Ginza 1-chome, Chuo-ku, Tokyo 104-8118, Japan Tel: +81-3-3564-4597 E-mail: seiko-pr@seiko-watch.co.jp seikowatches.com