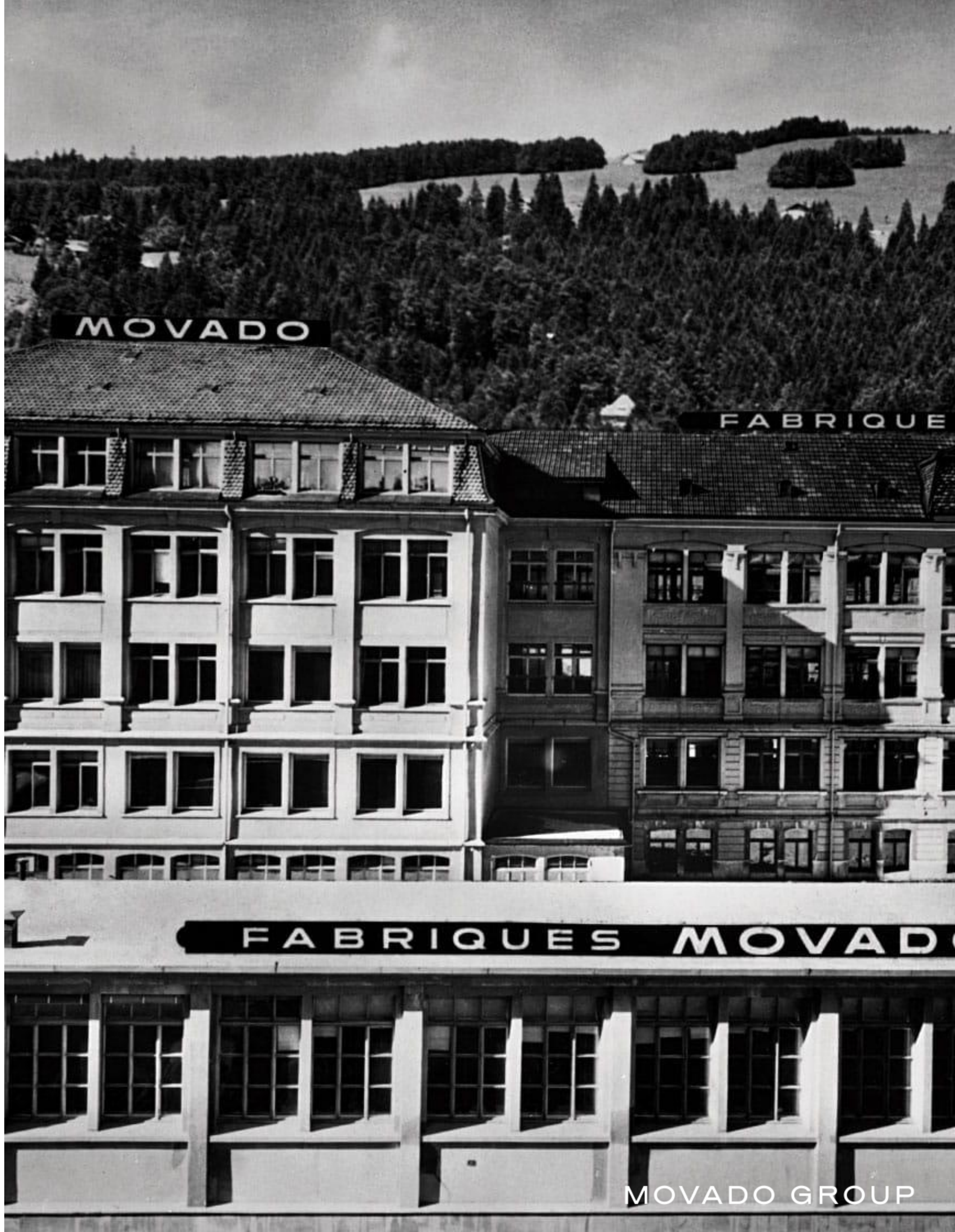
# MOVADO GROUP

COMPANY OVERVIEW
JANUARY 2026



# SAFE HARBOR STATEMENT

This presentation contains certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. The Company has tried, whenever possible, to identify these forward-looking statements using words such as “expects,” “anticipates,” “believes,” “targets,” “goals,” “projects,” “intends,” “plans,” “seeks,” “estimates,” “may,” “will,” “should” and variations of such words and similar expressions. Similarly, statements in this presentation that describe the Company's business strategy, outlook, objectives, plans, intentions or goals are also forward-looking statements. Accordingly, such forward-looking statements involve known and unknown risks, uncertainties and other factors that could cause the Company's actual results, performance or achievements and levels of future dividends to differ materially from those expressed in, or implied by, these statements. These risks and uncertainties may include, but are not limited to the Company’s ability to implement and maintain effective internal control over financial reporting in the future, plans to remediate the material weakness with respect to the Company’s internal control over financial reporting and disclosure controls and procedures, general economic and business conditions which may impact disposable income of consumers in the United States and the other significant markets (including Europe) where the Company’s products are sold, uncertainty regarding such economic and business conditions, including inflation, elevated interest rates, increased commodity prices and tightness in the labor market, trends in consumer debt levels and bad debt write-offs, general uncertainty related to geopolitical concerns; the increase of trade tariffs and other trade barriers, the impact of international hostilities, including the Russian invasion of Ukraine and war in the Middle East, on global markets, economies and consumer spending, on energy and shipping costs and on the Company’s supply chain and suppliers, supply disruptions, delivery delays and increased shipping costs, defaults on or downgrades of sovereign debt and the impact of any of those events on consumer spending, evolving stakeholder expectations and emerging complex laws on environmental, social, and governance matters, changes in consumer preferences and popularity of particular designs, new product development and introduction, decrease in mall traffic and increase in e-commerce, the ability of the Company to successfully implement its business strategies, competitive products and pricing including price increases to offset increased costs, the impact of “smart” watches and other wearable tech products on the traditional watch market, seasonality, availability of alternative sources of supply in the case of the loss of any significant supplier or any supplier’s inability to fulfill the Company’s orders, the loss of or curtailed sales to significant customers, the Company’s dependence on key employees and officers, the ability to successfully integrate the operations of acquired businesses without disruption to other business activities, the possible impairment of acquired intangible assets, risks associated with the Company’s minority investments in early-stage growth companies and venture capital funds that invest in such companies, the continuation of the Company’s major warehouse and distribution centers, the continuation of licensing arrangements with third parties, losses possible from pending or future litigation and administrative proceedings, the ability to secure and protect trademarks, patents and other intellectual property rights, the ability to lease new stores on suitable terms in desired markets and to complete construction on a timely basis, the ability of the Company to successfully manage its expenses on a continuing basis, information systems failure or breaches of network security, complex and quickly-evolving regulations regarding privacy and data protection, the continued availability to the Company of financing and credit on favorable terms, business disruptions, and general risks associated with doing business internationally including, without limitation, import duties, tariffs (including retaliatory tariffs), quotas, political and economic stability, changes to existing laws or regulations, and impacts of currency exchange rate fluctuations and the success of hedging strategies related thereto, and the other factors discussed in the Company’s Annual Report on Form 10-K and other filings with the Securities and Exchange Commission. These statements reflect the Company's current beliefs and are based upon information currently available to it. Be advised that developments subsequent to this presentation are likely to cause these statements to become outdated with the passage of time. The Company assumes no duty to update its forward-looking statements and this presentation shall not be construed to indicate the assumption by the Company of any duty to update its outlook in the future.

# ABOUT MOVADO GROUP

- Strongly positioned in the global watch and jewelry market
- Powerful portfolio of global world class brands
- Vast worldwide infrastructure built for scale and efficiency – systems, talent & processes
- Successful track record of driving change
- Strong balance sheet and cash position

OWNED BRANDS

MOVADO
EBEL BEAUTY MARRIES FUNCTION
CONCORD
OLIVIA BURTON LONDON
MVMT

LICENSED BRANDS

LACOSTE
Calvin Klein
COACH NEW YORK
TOMMY HILFIGER WATCHES
BOSS WATCHES

# ABOUT MOVADO GROUP

**~1,500**

Global Employees

**10**

Renowned Brands

**15**

Countries with Corporate Offices

**2**

Key Product Categories

**57**

Movado Company Stores

**$653m**

Turnover in FY25








# FINANCIAL HIGHLIGHTS

Asset light model delivers ample cash flow to invest in the business and support quarterly dividend payment of $0.35 per share and share repurchase activity.

**Company maintains no debt.**

| FY '25 REVENUE | FY '25 GROSS PROFIT MARGIN | FY '25 OPERATING INCOME MARGIN |
|---|---|---|
| **$653.4m** | **54.0%** | **3.1%** |

# FINANCIAL HIGHLIGHTS – 3rd quarter of fiscal 2026

Net sales of $186.1 million, an increase of 3.1% from $180.5 million in the third quarter of fiscal 2025;

Gross margin of 54.3%, an expansion of 80 basis points compared to 53.5% in the third quarter of fiscal 2025;

Adjusted operating income of $12.6 million compared to adjusted operating income of $8.8 million in the third quarter of 2025;

Adjusted diluted earnings per share of $0.45 as compared to $0.37 in the third quarter of fiscal 2025;

Ended the quarter with cash of $183.9 million and no debt.

| 3rd Qtr FY '26 REVENUE | 3rd Qtr FY '26 GROSS PROFIT MARGIN | 3rd Qtr. FY '26 ADJUSTED OPERATING INCOME MARGIN |
|---|---|---|
| $186.1m | 54.3% | 6.8% |



MOVADO GROUP

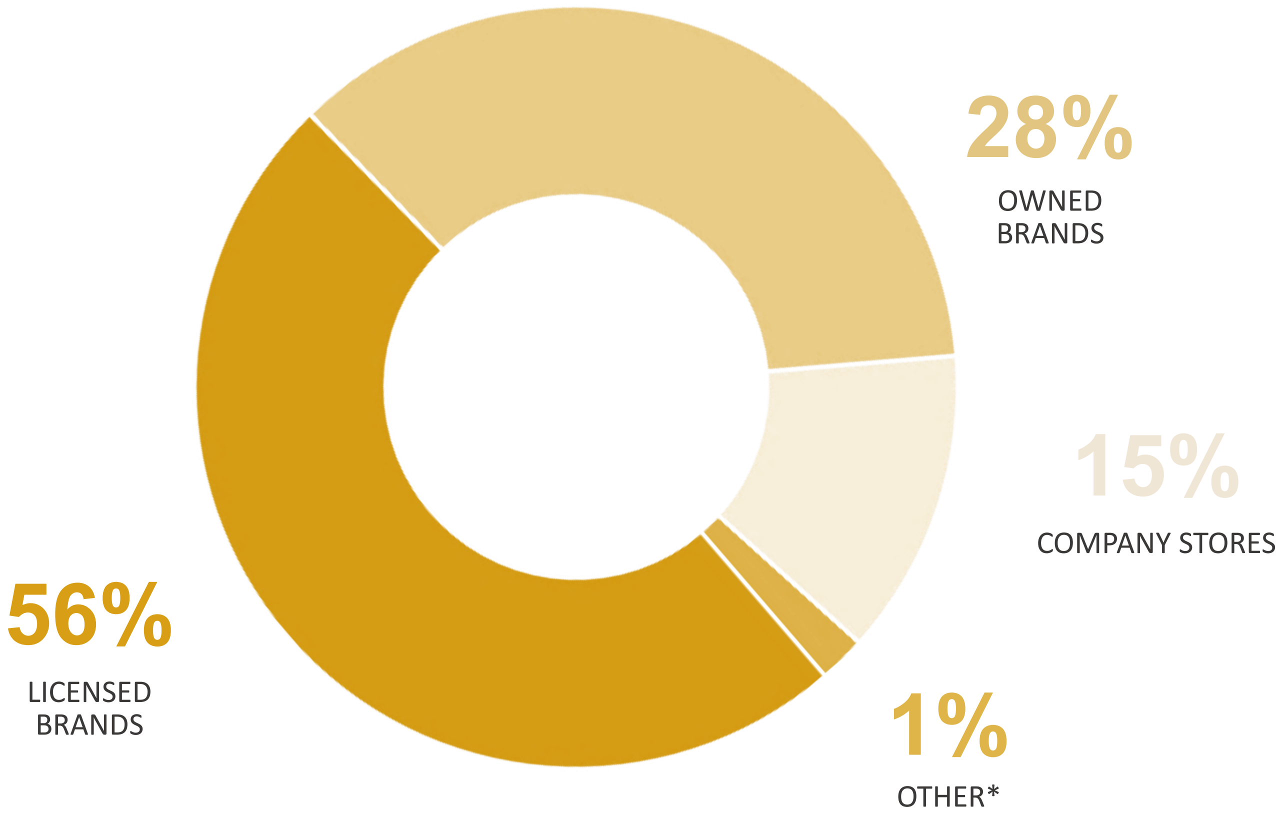
# WHY WE SUCCEED

- Iconic and innovative designs drives growing interest in watches & jewelry
- Strong corporate culture with engaged and experienced workforce
- Driving growth by:
    - Engaging with consumers in new ways, leveraging technology
    - Maximizing both online and in-store consumer experience
    - Distributing across channels, geographies and consumer types
    - Increasing Direct-To-Consumer business

# DIVERSE BRAND PORTFOLIO

## PRESENCE IN ALL MARKET SEGMENTS

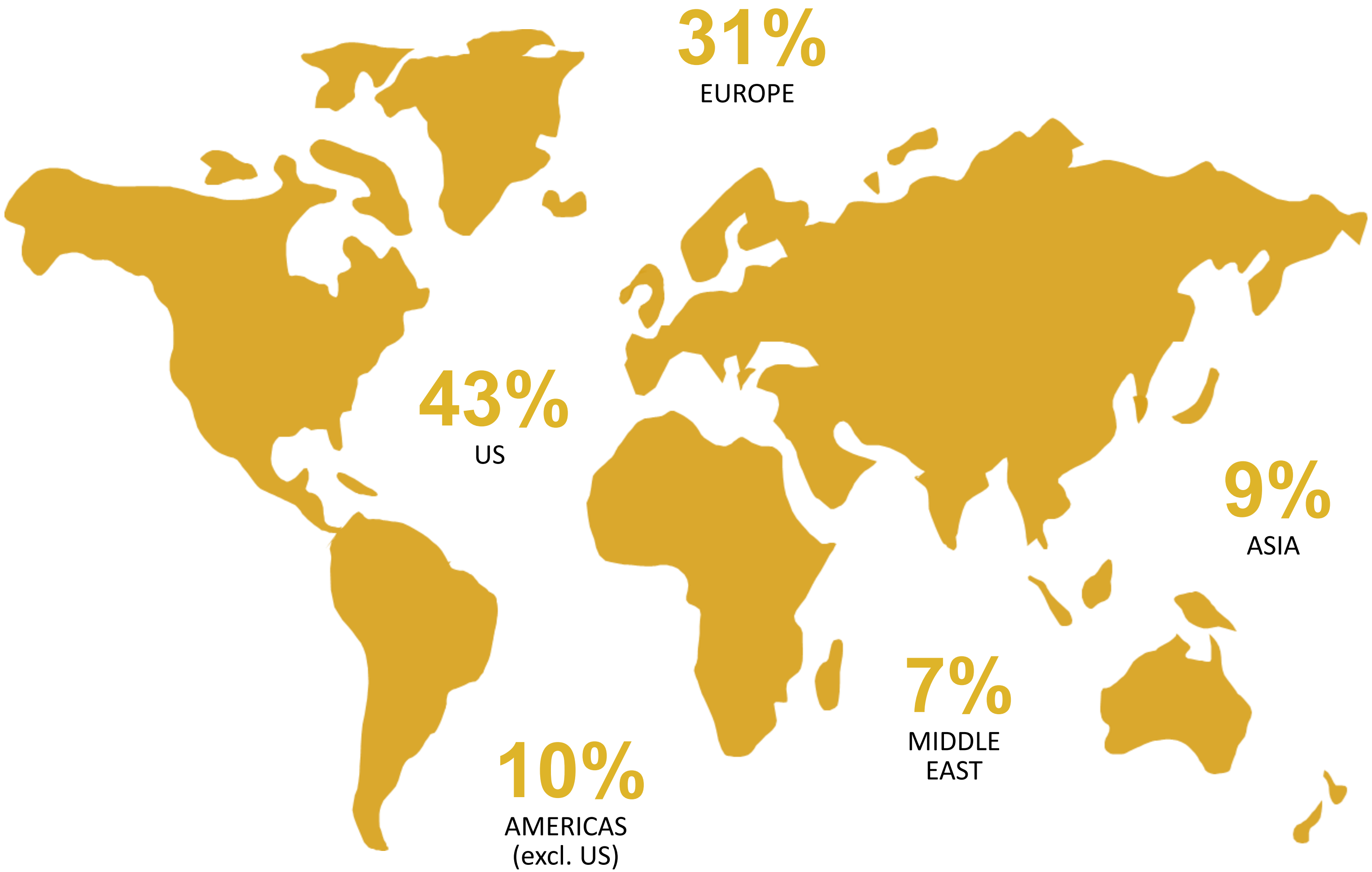
Percent of Total MOV Revenue
(FY ’25)




* Includes after-sales service and all other.

# BROAD GEOGRAPHIC REACH

## PRESENCE IN ALL REGIONS (FY '25)



# OUR STRATEGY

# DELIVER 4

●○○○

Drive Change
for Profitable Growth

●●○○

Tell a
Consistent
Story

●●●○

Prioritize
and
Execute

●●●●

Innovate
and
Differentiate

# OUR STRATEGIC IMPERATIVES

## 1. Deepen Consumer & Partner Connections

- Enhance understanding of consumer needs and market trends
- Develop robust partnerships for mutual growth
- Leverage new engagement strategies

## 2. Visionary Products & Experiences

- Build enduring icons and heroes
- Craft compelling brand storytelling
- Foster emotional connections with consumers

## 3. Margin expansion & Sustainable Profitability

- Capture incremental value
- Drive operational efficiency
- Simplify assortment

"Strategy is about focus — and focus is how we win."

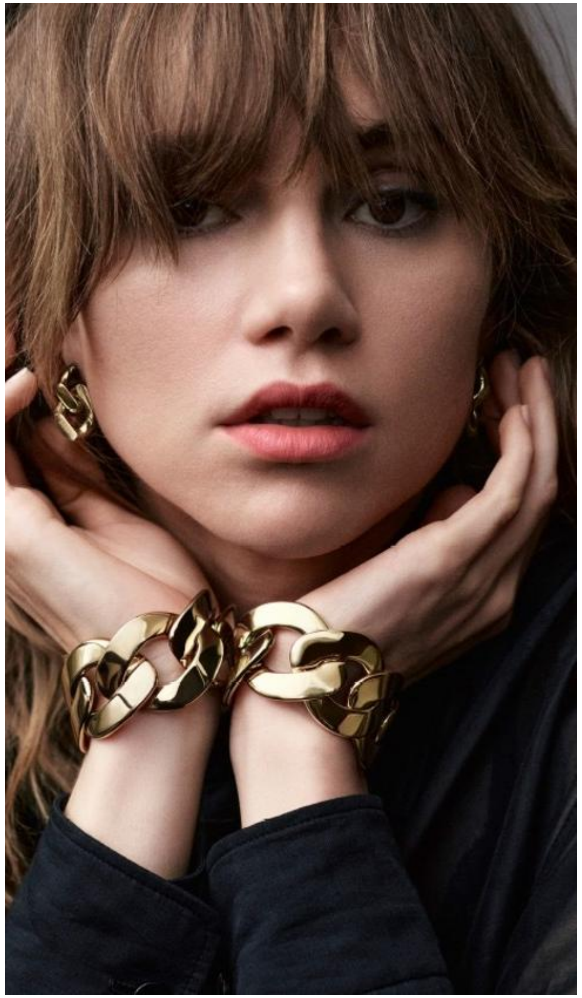
# MOVADO

- Unique brand and design point-of-difference that transcends time and trends
- Rich history in Swiss watchmaking spanning 145years – Swiss Made since 1881
- Innovation continues to be a focus with a strong new product pipeline
- New brand world and ambassador campaign that elevates and drives cultural relevance for the brand
- Digital presence continues to grow

# MOVADO

# COACH

# BOSS




# TOMMY HILFIGER

# LACOSTE


LACOSTE


LACOSTE


LACOSTE
10
20
30
40


LIGHT
START
MODE
RESET
LC33
19:33
LACOSTE

# CALVIN KLEIN

# OUTLET COMPANY STORES STRATEGY

- Currently 57 stores, predominately outdoor locations in “A” centers
- Drive profitability and operational efficiency
- In the third quarter of Fiscal 2026, overall sales in Movado Company Stores grew 9.4% on a comparable-store basis, with Movado-brand sales up 17.7%.
- Elevated Customer Experience
- Direct to consumer
    - Brick and mortar
    - Ecommerce - MCS.com

# WHY MOVADO GROUP

- Strongly positioned in the global watch and accessory category
- Portfolio includes many of the world's most sought-after brands
- World class global infrastructure – systems, talent & processes
- Focus on sustainable profitable growth
- Strong balance sheet and cash position

# APPENDIX

- Fiscal 2026 and Fiscal 2025 Financial Highlights
- Reconciliations of Non-GAAP Measures

In this presentation, the Company presents certain financial measures that are not calculated according to generally accepted accounting principles in the United States ("GAAP"). Specifically, the Company is presenting adjusted operating expenses, adjusted operating income, adjusted pre-tax income, adjusted tax provision and adjusted net income and adjusted diluted earnings per share, which are operating expenses, operating income, pre-tax income, tax provision, net income and diluted earnings per share, respectively, under GAAP, adjusted to eliminate the establishment of a provision associated with a cost savings initiative, costs related to the investigation of allegations of misconduct within the Dubai branch of the Company's Swiss subsidiary and repatriation of foreign earnings. The Company believes these adjusted measures are useful because they give investors information about the Company's financial performance without the effect of certain items that the Company believes are not characteristic of its usual operations. Additionally, the Company is presenting constant currency information to provide a framework to assess how its business performed excluding the effects of foreign currency exchange rate fluctuations in the current period. Comparisons of financial results on a constant dollar basis are calculated by translating each foreign currency at the same U.S. dollar exchange rate as in effect for the prior-year period for both periods being compared. The Company believes this information is useful to investors to facilitate comparisons of operating results. These non-GAAP financial measures are designed to complement the GAAP financial information presented in this release. The non-GAAP financial measures presented should not be considered in isolation from or as a substitute for the comparable GAAP financial measures, and the methods of their calculation may differ substantially from similarly titled measures used by other companies.

# FY 2026 3 MONTHS ENDED OCTOBER 2025 FINANCIAL RESULTS

- Net sales increased 3.1% versus last year, increased 1.2% on constant currency
    - U.S. sales increased 6.9% versus last year
    - International sales increased 0.6% versus last year, decreased 2.5% on constant currency
- GM 54.3% versus 53.5% last year
- Operating income $11.7M versus $6.0M last year (adjusted Operating income of $12.6 million for the 3 months ended October 2025)*
- Net income $9.6M versus $4.8M last year (adjusted Net income of $10.2 million for the 3 months ended October 2025)*
- EPS $0.42 versus $0.21 last year (adjusted EPS of $0.45 for the 3 months ended October 2025)*
- Cash of $183.9M as of October 31, 2025, with no debt

*Adjusted for unusual items. See GAAP reconciliations in our FY26 earnings release at www.movadogroup.com/investor.

# FY 2026 9 MONTHS ENDED OCTOBER 2025 FINANCIAL RESULTS

- Net sales increased 1.7% versus last year, 0.6% on constant currency
  - U.S. sales increased 1.5% versus last year
  - International sales increased 1.8% versus last year, 0.05% on constant currency
- GM 54.2% versus 54.0% last year
- Operating income $16.0M versus $10.8 last year (adjusted Operating income of $20.5 million for the nine months ended October 2025)*
- Net income $14.0M versus $10.3M last year (adjusted Net income of $17.4 million for the nine months ended October 2025)*
- EPS $0.62 versus $0.46 last year (adjusted EPS of $0.77 for the nine months ended October 2025)*
- Cash of $183.9M as of October 31, 2025, with no debt

*Adjusted for unusual items. See GAAP reconciliations in our FY26 earnings release at www.movadogroup.com/investor.

# FY 2026 BALANCE SHEET HIGHLIGHTS
# OCTOBER 31, 2025 vs. OCTOBER 31, 2024

- Cash - \$183.9m vs. \$181.5m
- Debt - \$0
- AR - \$118.3m vs. \$113.9m
- Inventory - \$196.9 vs. \$176.1m

**MOVADO GROUP, INC.**
**GAAP AND NON-GAAP MEASURES**
**(In thousands, except per share data)**
**(Unaudited)**

| | Net Sales | Gross Profit | Total Operating Expenses | Operating Income | Pre-tax Income | Provision/(Benefit) for Income Taxes | Net Income Attributable to Movado Group, Inc. | Diluted EPS |
|---|---|---|---|---|---|---|---|---|
| **Three Months Ended October 31, 2025** | | | | | | | | |
| **As Reported (GAAP)** | $ 186,132 | $ 101,056 | $ 89,331 | $ 11,725 | $ 12,936 | $ 3,275 | $ 9,583 | $ 0.42 |
| Costs related to the Dubai matter (1) | - | - | (855) | 855 | 855 | 199 | 656 | 0.03 |
| **Adjusted Results (Non-GAAP)** | $ 186,132 | $ 101,056 | $ 88,476 | $ 12,580 | $ 13,791 | $ 3,474 | $ 10,239 | $ 0.45 |
| **Three Months Ended October 31, 2024 (As Restated)** | | | | | | | | |
| **As Reported (GAAP)** | $ 180,524 | $ 96,630 | $ 90,597 | $ 6,033 | $ 7,411 | $ 2,365 | $ 4,827 | $ 0.21 |
| Cost-Savings Initiative (2) | - | - | (2,735) | 2,735 | 2,735 | 561 | 2,174 | 0.10 |
| Repatriation of Foreign Earnings (3) | - | - | - | - | - | (1,458) | 1,458 | 0.06 |
| **Adjusted Results (Non-GAAP)** | $ 180,524 | $ 96,630 | $ 87,862 | $ 8,768 | $ 10,146 | $ 1,468 | $ 8,459 | $ 0.37 |

| | Net Sales | Gross Profit | Total Operating Expenses | Operating Income | Pre-tax Income | Provision/(Benefit) for Income Taxes | Net Income Attributable to Movado Group, Inc. | Diluted EPS |
|---|---|---|---|---|---|---|---|---|
| **Nine Months Ended October 31, 2025** | | | | | | | | |
| **As Reported (GAAP)** | $ 479,730 | $ 259,971 | $ 243,948 | $ 16,023 | $ 19,975 | $ 5,896 | $ 13,989 | $ 0.62 |
| Costs related to the Dubai matter (1) | - | - | (2,991) | 2,991 | 2,991 | 714 | 2,277 | 0.10 |
| Cost-Savings Initiative (2) | - | - | (1,451) | 1,451 | 1,451 | 309 | 1,142 | 0.05 |
| **Adjusted Results (Non-GAAP)** | $ 479,730 | $ 259,971 | $ 239,506 | $ 20,465 | $ 24,417 | $ 6,919 | $ 17,408 | $ 0.77 |
| **Nine Months Ended October 31, 2024 (As Restated)** | | | | | | | | |
| **As Reported (GAAP)** | $ 471,903 | $ 254,802 | $ 244,009 | $ 10,793 | $ 15,992 | $ 5,241 | $ 10,311 | $ 0.46 |
| Cost-Savings Initiative (2) | - | - | (2,735) | 2,735 | 2,735 | 561 | 2,174 | 0.10 |
| Repatriation of Foreign Earnings (3) | - | - | - | - | - | (1,458) | 1,458 | 0.06 |
| **Adjusted Results (Non-GAAP)** | $ 471,903 | $ 254,802 | $ 241,274 | $ 13,528 | $ 18,727 | $ 4,344 | $ 13,943 | $ 0.62 |

(1) Costs related to the investigation of allegations of misconduct within the Dubai branch of the Company's Swiss subsidiary that resulted in a restatement of previously issued financial statements.
(2) Related to the establishment of a provision for a corporate cost-savings initiative.
(3) Tax impact of repatriation of foreign earnings, primarily related to foreign currency gains.