

Geneva, June 13, 2011

Charity donation ceremony for Japan
Thanks to the sale of the Centigraphe Sport No 001
The Embassy of Switzerland Tokyo, June 3rd, 2011



Hong Kong, May 30, 2011 - Christie's and F.P. Journe have jointly announced the extraordinary sales result for the first all aluminium Centigraphe Sport No 001. It was sold at the May 30 Hong Kong Christie's watch auction for charity, to raise funds in relief aid to the victims of the tsunami and earthquake in Japan. The final price soared to an extraordinary HK\$ 3,620,000 /US\$ 465,170, close to ten times its original estimate.

Tokyo, June 3rd, 2011 – The fund donation ceremony took place at the Embassy of Switzerland in Tokyo on June 3rd, 2011, in the presence of his Excellency the Ambassador Mr. Urs Bucher, Mr. François-Paul Journe, Ms. Yuko Fukagawa from Christie's Japan, Mr Richard Bliach, founder of the franco-japanese FERE foundation, and the representative of Médecins du Monde. With its programme '100 maisons pour 100 familles', the FERE Foundation is constructing temporary anti-seismic wooden houses to relocate family victims of the earthquake and tsunami in the northern city of Tome, near Sendai, province of Miyagi, Japan.

François-Paul Journe said: "I am tremendously happy that the charity sale of the Centigraphe Sport will contribute to bring relief aid to earthquake and tsunami victims in Japan. I sincerely thank all those who have allowed this extraordinary project to come to reality, Christie's as well as all auction bidders. Thank you from the bottom of my heart. The extraordinary amount gathered by the Centigraphe Sport during the Christie's auction allows me to present this Mokuroku today to Mr Richard Bliach. It will enable the FERE Foundation to finance the construction of 7 anti seismic full houses with implantation costs. Japan had welcomed us so warmly when I opened my first Boutique in Tokyo, I wanted to reciprocate today in providing a new roof to Japanese families in need."

Richard Bliach, FERE Foundation said: "We are very honoured to receive this donation from F.P.Journe. Certain events are so incredibly huge that they exceed the historic dimension."

To this day, we count close to 15,247 deceased, 8,593 missing at least, and so many orphans, widows and elderly without any support.

We estimate the number of homeless to over 101,000, most of who are parked in gymnasiums and schools, expecting placidly and resigned to their fate with dignity.

The Japanese catastrophe has stirred emotions all over the world and generated charity aid and humanitarian actions from everywhere. Facing this disaster, this has also given us the urge to set up the project '100 maisons pour 100 familles' and the charity action of F.P.Journe has galvanized our strength.

The project consists in building temporary anti-seismic wooden houses to relocate family victims after the earthquake and tsunami tragedies. They are built with pre-constructed easily adjustable wooden panels, featuring excellent thermo performance requesting a minimum of energy. We have favoured the Spartan Japanese lifestyle, including conviviality room, sleeping area, bathroom and kitchen.

It's a small house that feels like a large one, in which all surfaces have a proper function with no lost space. We gave priority to ecological materials for eco construction, comfort and health. The house can be dismantled, the panels re-used for another larger construction, or placed back in containers to be sent and mounted on another disaster site.

A group of Japanese architects and Takenaka Comuten Constructors are highly involved in this project and will help in making the implantation of the houses possible.

The F.P.Journe donation and that of Christies will allow 7 families or more to have a roof over their head and give them strength to rebuild a life. We have received the confirmation of the province of Miyagi for a piece of land in Tome, near the northern city of Sendai and the first houses will be built in an average of 10 weeks.

I hereby accept with emotion, honour and joy, the donation by F.P.Journe. It will help us finalize our action. I also thank his Excellency the Ambassador Mr. Urs Bucher to have opened the house of Switzerland for this beautiful event."

The Party, Embassy of Switzerland – A menu of Swiss specialties prepared by the Embassy Chef was served to the guests who enjoyed what they considered an exotic meal; viande séchée and scallop carpaccio, Zurich style minced veal in mushroom and cream sauce with rösti and macaroni gratin, platter of Swiss cheeses, toblerone chocolate mousse, crème brûlée and Bern hazelnut pie, with a selection of Swiss wines and Champagne.

F.P.Journe had also invited the renowned piano concertist Paloma Manfugas Hung to perform Rondo Capriccioso op 14 by F. Mendelssohn, Prélude in g-sharp minor op 32 no 12 by Rachmaninov, les Cloches de Genève by F. Liszt, and the concert Paraphrase of Rigoletto by Verdi. The guests took great pleasure in listening to the concert delicately brightening up the evening and perfectly accompanying the discovery of Swiss savours.

Caption photo from left to right: *F.P.Journe, Richard Bliha - Fere Foundation, His Excellency the Swiss Ambassador Urs Bucher, Yuko Fukagawa - Christie's Japan.*