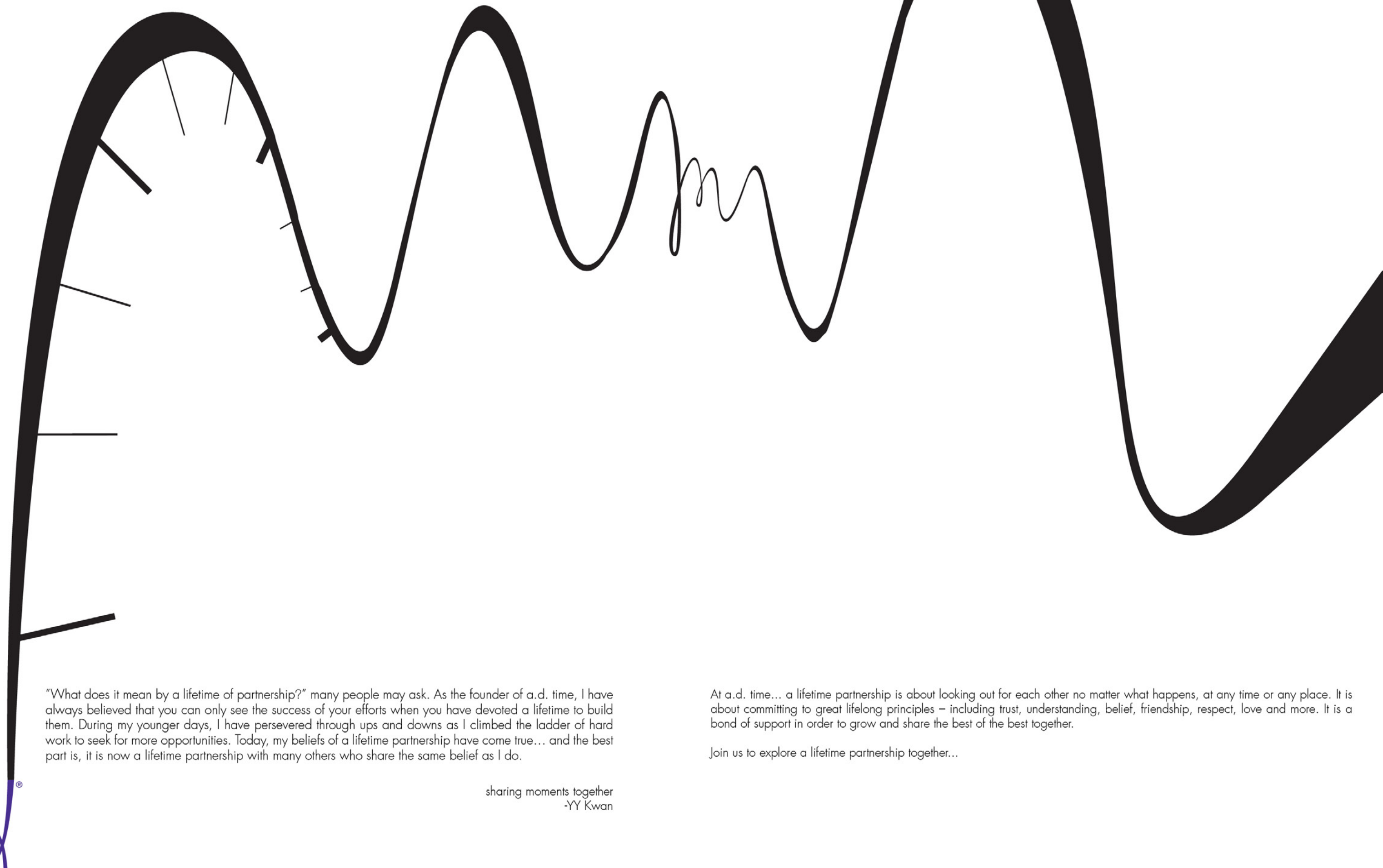




a lifetime partnership®

creating success and achievements with lifetime partnerships

one partnership,  
one lifetime



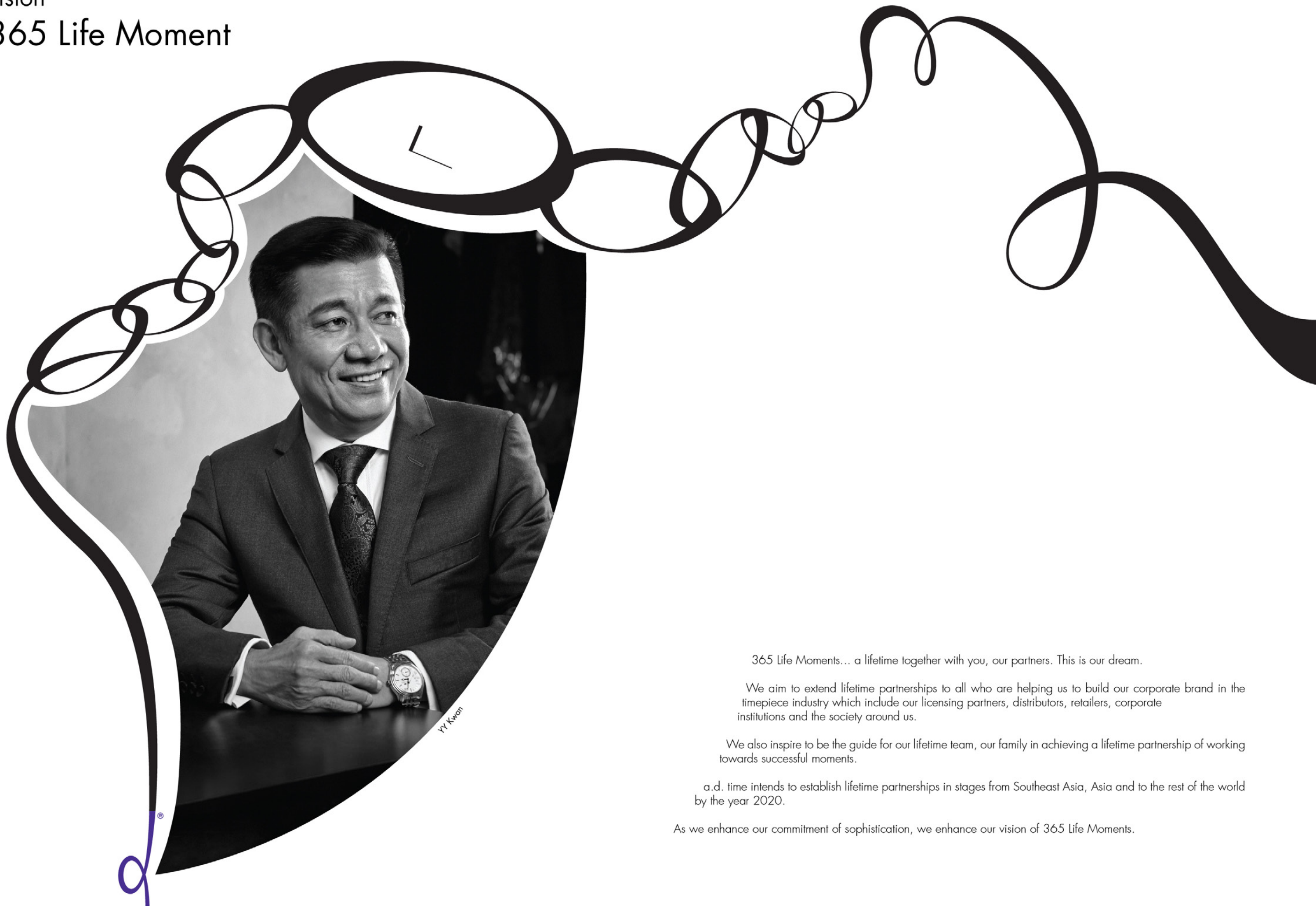
"What does it mean by a lifetime of partnership?" many people may ask. As the founder of a.d. time, I have always believed that you can only see the success of your efforts when you have devoted a lifetime to build them. During my younger days, I have persevered through ups and downs as I climbed the ladder of hard work to seek for more opportunities. Today, my beliefs of a lifetime partnership have come true... and the best part is, it is now a lifetime partnership with many others who share the same belief as I do.

sharing moments together  
-YY Kwan

At a.d. time... a lifetime partnership is about looking out for each other no matter what happens, at any time or any place. It is about committing to great lifelong principles – including trust, understanding, belief, friendship, respect, love and more. It is a bond of support in order to grow and share the best of the best together.

Join us to explore a lifetime partnership together...

vision  
365 Life Moment



365 Life Moments... a lifetime together with you, our partners. This is our dream.

We aim to extend lifetime partnerships to all who are helping us to build our corporate brand in the timepiece industry which include our licensing partners, distributors, retailers, corporate institutions and the society around us.

We also inspire to be the guide for our lifetime team, our family in achieving a lifetime partnership of working towards successful moments.

a.d. time intends to establish lifetime partnerships in stages from Southeast Asia, Asia and to the rest of the world by the year 2020.

As we enhance our commitment of sophistication, we enhance our vision of 365 Life Moments.



# mission achieving life dreams

With a dedication to be there  
365 Life Moments for all our partners, we are committed to...

## Partnership For Life

We identify the needs of our partners and lifetime team with utmost care and concern. We are there for you when you need us, because we know you are there for us too. In a lifetime partnership, we commit to be truly patient and understanding so that our friendship will grow positively and bring mutual benefits to all.

## Gratitude For Life

Our lifetime partners gave us opportunities while our lifetime team supported us with hard work so that we could grow. We are truly indebted to them for their loyalty, and will appreciate and reward those who have believed in us and stood by us throughout the growing years. As we progress, we continue to contribute to a better life for ourselves, our partners and our society.

## Sophistication For Life

Sophistication means excellence to us. It has to be there in our timepiece collections, services and systems. We build products, partnerships and management through sophisticated excellence that is smooth running, efficient and on par with world class quality. And, we continue to enhance this sophistication for a lifetime of improvement.

## Effort For Life

There are no shortcuts to success. Effort in our lifeblood will help us achieve our vision. Through integrity and honest work, we strive to be more experienced and knowledgeable in the timepiece industry. Through passion and love for our work, we continue to foster relationships that will last for life. We give our everything for the growth of lifetime partnerships.

## Recognition For Life

Our brand name is trusted as one of the most renowned timepiece partner in many local and international regions. We have strived for recognition from the moment a.d. time was born through lifetime partnerships with many premium brands. Now, as we expand our network through global regions, we intend to grow confidence and respect for our brand, our partners and our country through international recognition.

a.d. time Malaysia longest service award recipients





# core values our life principles

To have partnerships that will last through time, we hold fast to the principle values of...

- Commitment** We pledge commitment with the finest support for our partners and our lifetime team, to make lifetime partnerships come true.
- Trust** The basis of every relationship, trust and integrity are essential to strengthen the bonds of partnership as it grows from moment to moment, time throughout time.
- Friendliness** Friendship, care and friendly service are components of lifetime partnerships that exceed business interests and truly help us to understand others' needs.
- Respect** We listen with respect to all our partners by taking into consideration all their ideas and comments that can help us to improve our lifetime services.
- Quality** Exceptional excellence and sophistication in our products, services, designs and corporate brand is a must as we deliver only the best to our partners.
- Loyalty** We stand in unwavering support for all lifetime partners; through all the good times as well as the challenging times, we will be there at their side.





# history timeless moments

1997

## Life Tribute to Alain Delon

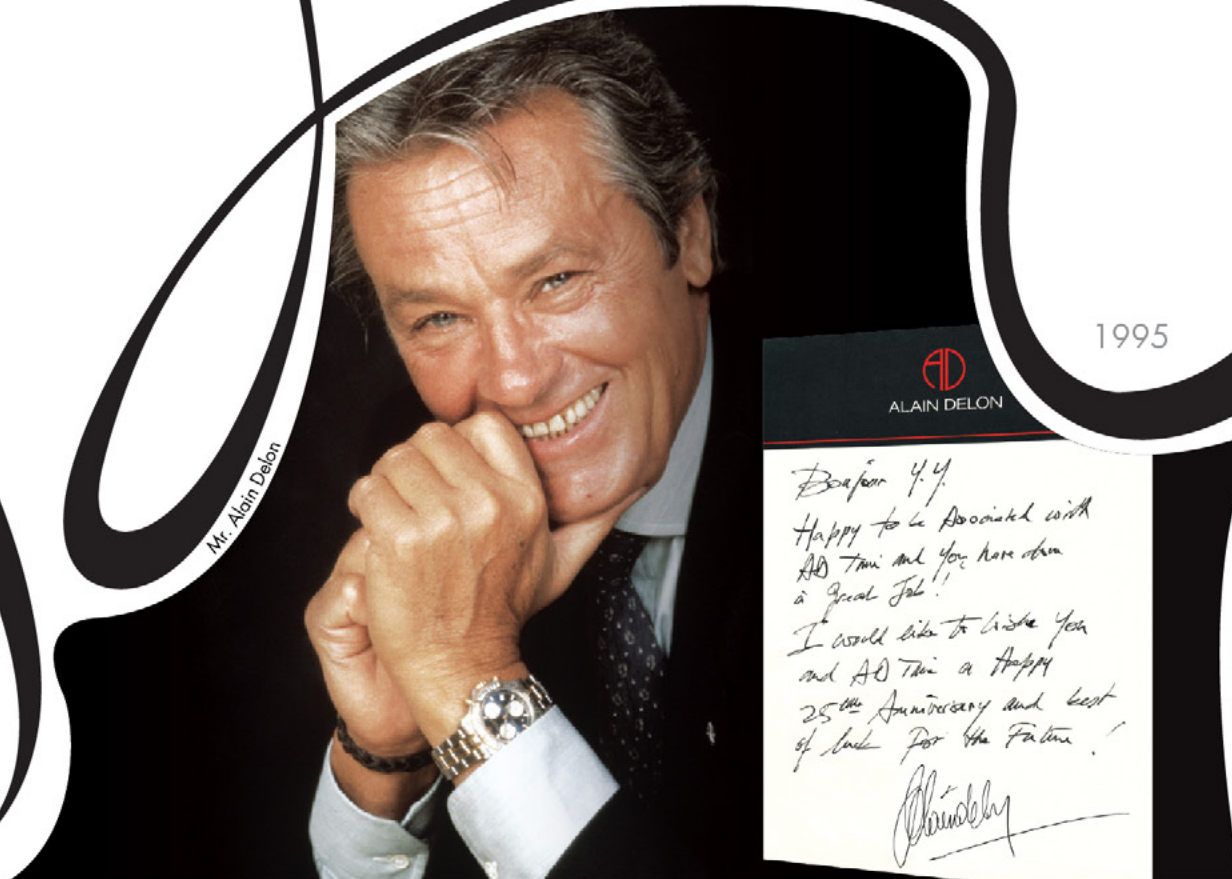
We derived our name from our very first lifetime partner – a.d. time actually means Alain Delon Time. And through their sheer faith in us, they have been truly instrumental to the success of a.d. time.

When we began, we had a dream to rise as a renowned distributor, watchmaker and retailer in the timepiece industry. Mr Alain Delon himself saw our dream, believed in us and provided us with an opportunity to fulfil it.

With our deepest gratitude, we thank you for sharing with us a lifeline that has enabled us to grow to global standards. We appreciate Alain Delon as a partner for life.

"A lifetime partner has faith in you, supports you and grows together with you"

1989



a.d. time has been incorporated since 1989 in the business of distributing timepieces, clocks, writing instruments and jewellery.

Over the years, we have shaped the beauty and art of time into many unique timepieces of elegant sophistication. Our excellent portfolio includes distribution rights to large corporations displaying the trust and commitment evident in our lifetime partnerships.

Various licensing, distribution and retailing corporations have been established under our corporate company, currently situated in Malaysia, Indonesia and Hong Kong. And, we believe there is more to be done as we look forward to enhance and build our timeline of sophistication throughout the world.

1999

2003

## Life Tribute To Bonia

Bonia is another lifetime partner who has contributed significantly to our story in time. This is a brand who has shown tremendous trust in us, by making us one of their sole distributors and licensees.

When we first started building a.d. time and Bonia, our brands were like young children. Mr SS Chiang, the founder of Bonia, has always believed in our passion and commitment. Together, we invested our life effort to feed, nurture, teach and discipline them into greatly renowned and recognised brand names.

As we share the joy of our brands growing hand in hand, we are also incredibly proud to be lifetime partners with a company like Bonia, who have shouldered all our efforts together through all times.

"When someone believes in you, you've got it made for life"

2000

1995

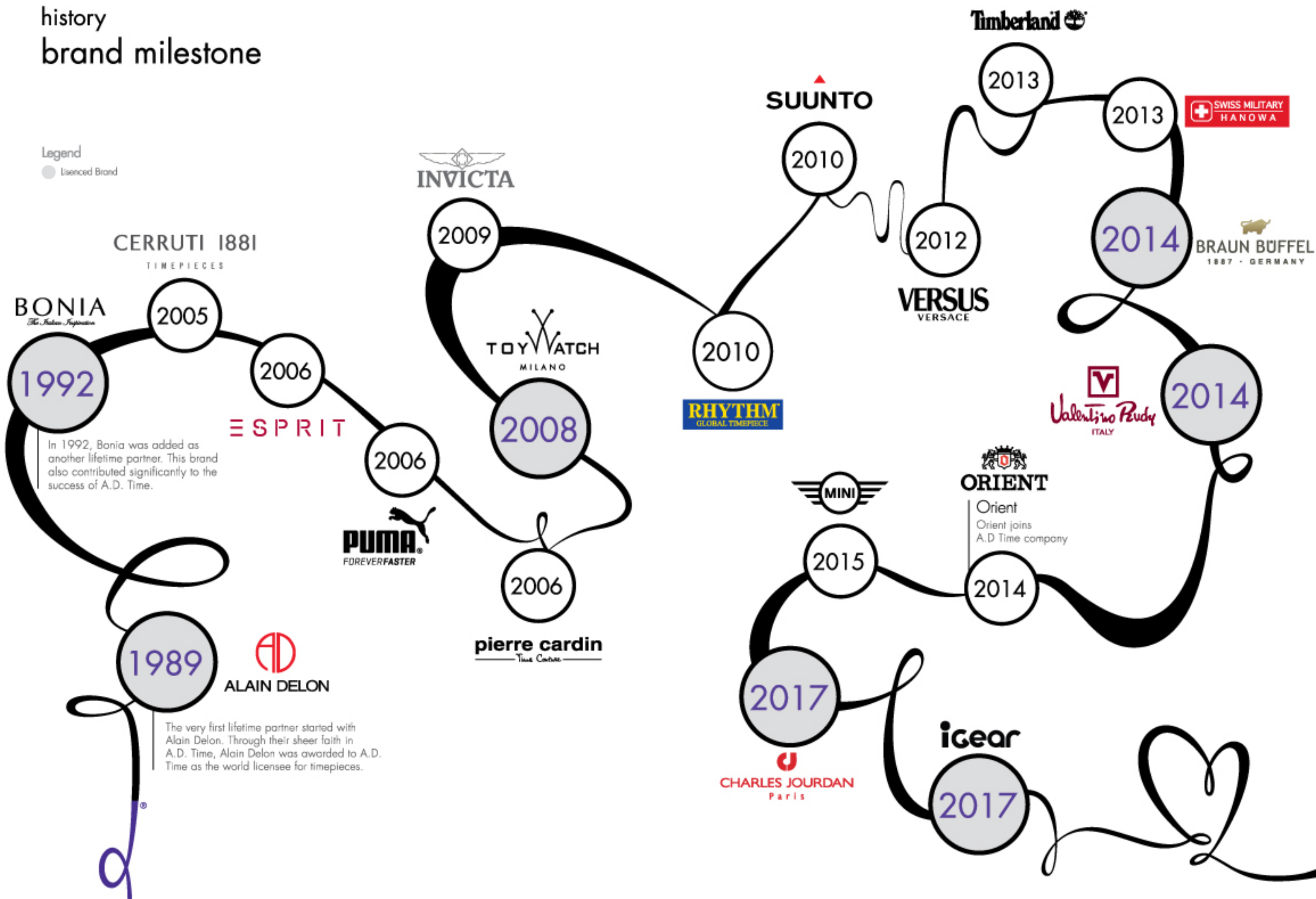


2009



# history brand milestone

Legend  
● Licensed Brand







YY Kwan

## lifetime team building family partnerships

### Lifelong Leader

At the tender age of 19 years old, Mr YY Kwan began his career with Orient watches. Since then, he has never once looked back with anything but gratitude and appreciation for where life has taken him. This is his story of a lifetime.

"I come from humble beginnings. But I always believe that if you commit your life and work with effort towards your passion, you will find success.

I still remember when I first started my career in the timepiece industry. I would try the hardest to be best at my job and my dedication earned the respect of my boss. He gave me an opportunity to start my business in the timepiece industry. And I took this opportunity and turned it into a lifetime success.

I learned that it is a self-taught world in the timepiece industry. To be a successful entrepreneur, you need to cultivate the initiative to self-educate by observing people to improve your product knowledge.

I began a.d. time in Malaysia during the late 80s. Later on, I saved up enough to buy all the shares of the company. From then on, together with my lifetime team, we have built a.d. time from strength to strength.

Today, I am glad to see a.d. time's presence throughout our nation and also in neighbouring countries. We would love to grow even further to fulfil our vision of 365 Life Moments for our lifetime partners. I truly look forward to see us committed with more passion and more successes as we approach the global arena."

### Progressing For Life

Building lifetime successes requires a lifetime team. At a.d. time, we are a family. As we cultivate lifetime partnerships, we are excited to see the changes that we can contribute to our partners, our people, and also to our nation. We work closely through every moment, being dependable and depending on each other to accomplish great artistry in the timepiece industry.

Growing the a.d. time brand name requires us to have continuous improvement in knowledge, partnership, understanding and trust. We consistently stand together to progress towards international standards. Through our core values, each and every one of us thoroughly believes in being there as a lifetime partner for our partners and our lifetime team.

#### MB Lim, Executive Business Director

"We're more than a team, we're family... we're always here for each other"

#### Franscine Low, Finance Director

"Great success and dreams are meant to be shared together"

#### Ally Abdullah, Corporate Communications Director

"Loyalty and love – these are the strengths that keep us going, every moment, every day"

#### Francine Tham, Creative Director

"Success comes from our people and passion... it's a remarkable journey"

#### MK Kwan, Sales Director

"Hopes and dreams keep us going and moving towards a brighter future"

#### Billy Lim, Brand Director

"We can overcome challenges and obstacles because we have each other"

#### Kenny Lim, Product Director

"Building an innovative future with the creativity of our people"

#### Laura Pang, Sales & Marketing Director

"Together as a team, we strive to achieve a lifetime partnership towards success"





lifetime partnerships  
priceless moments with you



Over time, we have continued to meet many great partners for life, who have also become friends by sharing the story of a.d. time. It has been our honour and pleasure to form valuable lifetime partnerships and relationships with you as licensing partners, distribution partners and retail partners.

**Licensing**  
Our licensing partners are lifetime partners who have a place in the timeline of a.d. time history, because they have contributed significantly to our beginning. We have managed to come this far in life, mainly through your belief in us:  
Worldwide licensing brands :  
•Alain Delon •Bonita •Charles Jourdan •ToyWatch  
Regional licensing brands :  
•Braun Büffel •iGear •Valentino Rudy

**Distribution**  
Partners in our distribution network have always been great in sharing the life philosophies of a.d time with their customers. We are really grateful that you have chosen to grow along with us throughout these years.  
Distribution brands:  
•Alain Delon •Bonita •Braun Büffel •Cerruti 1881 •Charles Jourdan  
•Esprit •iGear •Invicta •Mini •Orient •Pierre Cardin •Puma •Rhythm •Suunto  
•Swiss Military Hanowa •Timberland •Toywatch •Valentino Rudy •Versus by Versace

**Retailing**  
Retail partners of a.d. time have also been our life contact points with many end customers, and have been extremely important in providing customer feedback to us. We are also bonded through lifetime partnerships with many other partners who have contributed in building our brand including corporate institutions such as our bankers, lawyers and other professionals, government institutions, non-governmental organisations and more, including the society around us.

As we continue to grow stronger throughout the days and years, we intend to constantly provide holistic support for all our partners throughout each of our moments together.



lifetime merits  
valuable services through time



a.d clubhouse & training center



a.d time technician team

Because you are our lifetime partners, we believe you deserve lifetime merits in addition to the finest support from us, such as...

#### **Repair and Maintenance Services**

We train and help you in repair and maintenance services, so that you can extend good customer service to your own customers

#### **Warranty Claims**

Because we want to be truly accountable and responsible for our products and services, you are entitled to warranty claims as our partners.

#### **Defects Replacement**

To ensure top quality in our products, and also that your liability and investment risk is lowered, we provide you with defects replacement that lasts one year from your purchase date.

#### **Package Deals**

We understand you might want to take just a few brands to suit your needs and budget, so we have come up with customisable package deals that can help to control your stock and cash flow too.

#### **Incentives & Rewards**

When you are our outstanding partner for life, we will help you to enhance your business to higher levels with incentives and rewards.

#### **Loyalty Programmes**

Simply because you are with us all the time, we will give you more exclusive discounts, better package deals and more incentives and rewards when you make significant repeat purchases.

#### **Marketing Support**

We will make sure the brands you support are seen and heard everywhere with advertising and promotions support in the form of advertisements, public relations awareness, events and more.

#### **POS Support**

When your retail outlets need an upgrade, we will be there to provide you with POS support such as POS materials, posters, show cases and more.





# future moments a lifetime of opportunities

Ever since a.d. time came to life, we have dreamt of building our own brand for many years. It is our way of putting Malaysia on the map – through the excellence of unique, sophisticated and artistic timepieces that we can design and make. We have dedicated a lifetime of effort to our dream and we know the best will be coming, very soon.

We look forward to a time where we would be able to be there for 365 Life Moments together with our licensing partners, distributors, retailers, corporate institutions, government institutions, non-governmental organisations and the society around us. Standing beside them by providing the best products, services and support as a lifetime partner, we trust we will achieve global standards through our shared values.

It is also our dream to have lifetime partnerships with our lifetime team, who have travelled far with us since the beginning. We are blessed and thankful to have a lifetime team with us who are sincere, committed, loyal, dynamic and passionate about what we do. With continuous improvement in all aspects of our lives, we would strive to move ahead together, so that we can achieve sophisticated improvement and artistry within our industry.

By 2020, we will establish lifetime partnerships in stages from Southeast Asia, Asia and to the rest of the world. Our future moments will be shaped with lifetime partnerships and a renowned brand that inspires confidence for everyone all over the world.







#### lifetime network

We have established partnerships across Malaysia, Indonesia and Hong Kong, and we aim to build our brand presence timelessly all over the world...

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a lifetime partnership®



for valuable lifetime insights, do contact us at...



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