



Aurum Holdings  
Press release  
6 August 2018

(“Aurum” or the “Company”)

**Chairman Appointment and  
Change of company name to The Watches of Switzerland Group**

Aurum Holdings, the UK’s largest multi-channel retailer of luxury watches and jewellery with businesses in the US, is pleased to announce the appointment of Dennis Millard as Chairman. Dennis will take up his role on 1 October 2018. Aurum Holdings trades under the brands Watches of Switzerland, Mappin & Webb, Goldsmiths, Watch Hut and Watch Lab in the UK and Mayors and Watches of Switzerland in the US.

Over the past 13 years, Dennis has built a strong track record as a Non-Executive Director in both publicly listed and private equity-backed companies, steering businesses through periods of significant growth and helping businesses develop into strong public companies. Dennis is currently the Senior Independent Non-Executive Director at Superdry Plc and Deputy Chairman & Senior Independent Non-Executive Director at Pets at Home Group Plc. Dennis also served full terms as Chairman of Halfords Group plc and Connect Group plc (formerly Smiths News PLC) and was Non-Executive Director & Senior Independent Director at Debenhams plc, Premier Farnell plc and Xchanging plc.

Dennis was previously CFO of a range of businesses including Cookson Group plc and London and New York listed international pharmaceutical group, Medeva plc. In addition to Dennis’ appointment, Aurum also announces that it will be changing the company name to The Watches of Switzerland Group.

The Company continues to work with its owners and advisers on strategic options for the business, including a possible IPO.

**Brian Duffy, CEO commented:**

*“I am delighted that Dennis has agreed to join our Board as Non-Executive Chairman. Dennis’ extensive experience in working with public and private companies during his career will be invaluable as we continue to grow this business. I am also pleased to be changing our company name to Watches of Switzerland Group. Our new name will be a testament to the core strength of our business.”*

**Dennis Millard, incoming Chairman, said:**

*“I am pleased to be joining the Board of this exciting and dynamic business. Watches of Switzerland Group is focused on the growing global market for luxury watches and has a track record of delivering results through both organic and acquisitive growth. I*

*look forward to working with Brian and his team on the next stage of the Company's development."*

**Aurum Holdings**

Brian Duffy (CEO)

Anders Romberg (CFO)

**via FTI Consulting**

**FTI Consulting (Financial  
PR)**

Jonathon Brill

Alex Beagley

**+44 (0) 20 3727 1000**

aurum@fticonsulting.com

**ENDS**