

Geneva, 10 April 2024

INFORMATION NOTE

Dear Partners and Clients,

GENUS is growing and evolving. We continue to build on our strengths and structure, and today we mark a new stage in our development. As part of our ongoing expansion and with a commitment to better meeting your expectations, we are delighted to share with you several significant changes within our organization.



EXCELLENCE AND INNOVATION AT THE CORE OF OUR DEVELOPMENT

Since its inception in 2017 by Sébastien Billières and Catherine Henry, GENUS has been designing and manufacturing refined timepieces in Geneva. These creations feature a groundbreaking innovation: a display system in which a free-floating mechanical component – the ‘genus’ – navigates between two contiguous orbits on the dial, tracing the infinity symbol. It is protected by **two patent filings**.

In 2019, the brand was honored with the **Mechanical Exception Prize** at the **Grand Prix d’Horlogerie de Genève**.



GNS1.2 WG



Following this prestigious acknowledgement from our peers, GENUS has relentlessly expanded the boundaries of time display, redefining how time is read – as demonstrated by the GNS2 presented in Geneva this week.



GNS2

SOLID FOUNDATIONS FOR A PROMISING FUTURE

Thanks to our steadfast dedication to excellence and innovation, we've progressed to a new stage in our growth. Our approach remains methodical, deliberate, and thoughtful as we uphold an artisanal production process that honors the tradition and principles of 'hand-crafted.' Consequently, our **output will be limited**.

In terms of design and manufacturing, Genus is now based **in the heart of Plan-les-Ouates** in a modern facility, also home to the watchmaking company GMTi, founded in 2011 by Sébastien Billières.



Spread over a space of more than 500 square meters, the GENUS leadership team and the **25 watchmakers** can now interact more easily and with greater flexibility, enabling them to respond with greater agility to the growing demand from our clients. Concurrently, our distribution network, which today covers Switzerland, Dubai, Qatar, the United States, Singapore, and Taiwan, continues to expand through partnerships with top-tier retailers.

OUR ORGANIZATION FOR NEW AMBITIONS

In line with the long-term vision established on solid foundations by Sébastien Billières and Catherine Henry, we are pleased to announce our new management organization:



- ◇ **Sébastien Billières**, Co-Founder and Master Watchmaker, maintains the role of Co-Director, overseeing Creation and R&D, Production, After-Sales, and General Operations;
- ◇ **Catherine Henry**, Co-Founder and Co-Director, will continue to supervise, jointly with Sébastien, the general strategy for the development of GENUS;

- ◇ **Pamela Cloutier** has been appointed COO and Artistic Director in charge of Sales, Distribution, and Marketing, as well as General Administration. She will be the main point of contact for our distribution network – +41 79 593 15 89 pamela.cloutier@genuswatches.swiss





- ◇ Finally, we are delighted to welcome **Sarah Billières**, Sébastien's sister, to the workshop where she will be strengthening our production capacity, especially on special orders.

Our structure is grounded in the principles of transparency and longevity: we are committed to ensuring that every GENUS timepiece remains serviceable and repairable, thus safeguarding its enduring value. This reflects our unwavering dedication to excellence and our promise to deliver exceptional products and services.

Thank you for your trust and continued support.

Together, let's craft the next chapter in the history of GENUS.

With warmest regards,

Sébastien Billières

Catherine Henry

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