



Press Pack

En Budron H11
CH-1052 Le Mont-sur-Lausanne
Switzerland
Phone: +41 21 632 60 10
info@fiveco.ch / <http://www.fiveco.ch>

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Foreword: Welcome to the universe of FiveCo

The creator of an enterprise can be compared to an artist looking at a white page. Once he begins, he doesn't know where it will lead. Nonetheless, deep down, something will move him to act.

When we founded FiveCo in 2002, we didn't have a predefined pathway, but one thing we were sure of was that we needed to express our creativity.

This « pretension » might come as a surprise because it is unusual to associate « engineering firm » with « creativity ». That is why we promote the term « innovative engineering » in our logo.

The future speaks for itself, because, without a doubt, there has never been another time like this with so much valuable innovation, inventiveness and creativity – all areas included. Bernard Arnault, president of the LVMH, likes to remind his teams that *« Today's innovators will become tomorrow's leaders. »*

Today, FiveCo has chosen to place their innovation at the service of industry. This includes all fields of activity: industry, watchmaking and luxury. Big names like Nespresso, Hublot or Alstom have put their trust in us. We have also launched two exclusive brands: Mémoire du Vin and Art of Secret. These « by FiveCo » brands allow us to freely express our creativity.

After more than twelve years of activity, our vision is simple: we wish to bring the greatest satisfaction to our clients and become one of the many innovative companies that exist in Switzerland.

1 History: Laying our cornerstone to the building of innovation

Since the creation of FiveCo Ltd in 2002, the story of our company can be resumed by our innovations. Here is a selection of 12 key innovations (by year). Each one illustrates the multidisciplinary aspects of our competencies, all leading to one same common aim: « the desire to bring a touch of originality and creativity to Swiss-made innovation and be recognized for our by FiveCo signature ».

2002 Building robots is part of the DNA of our team, because we decided to create FiveCo after having developed robot guides for the World Fair of 2002. Our first achievement was the Miniover for the company Astrium. It is a mobile robot with very low consumption. The innovation: « a system capable of transferring energy wirelessly (photovoltaic panels fed by laser) ».

2003 What more banal nowadays than an iPod? Our MP3 player was innovative at the time though, with its simple, clean design and capacity for storing more than 500 hours of music. Today, it remains the testimony of a time when innovative engineering was starting to put its creativity at the service of music digitalization.

2004 Entrust FiveCo with a brief and we will propose a solution using the technologies we master. When our regional police force gave us the mission to come up with a solution for identifying vehicle license plates, we proposed the APR (Automatic License Plate Reader), an innovation that involves the perfect mastering of image processing.

2005 Innovation in Switzerland straightaway makes people think of watchmaking. The firm Temporel SA gave us the opportunity to jump on board when they asked us to create an LED hourglass. The result we came up with was the electronic Way-T hourglass.

2006 Here is the creation that allowed us to join the big boys: the Raptor. We were commissioned by Dietlin, on behalf of Hublot, to produce a secured display stand for watches that is capable of retracting the object back into its casing in 1/10th of a second. We love promoting this stand, if not more than the jewels it protects.

2007 Staying with the watchmaking, we produced the Discover Case for the watch manufacturer Blancpain – an amazing item that illustrates the multidisciplinary character of our skillsets. The Discover Case includes a camera that moves above a plate and projects the image of the watches displayed onto a flat screen.

2008 Innovation touches every area and has a far reach. The retractable post created for Jacot des Combes SA contains an integrated circuit that allows it to detect a vehicle.

2009 The highlight of our creations, encompassing all of our skillsets, the wine cellar management system « Mémoire du Vin », was the inauguration of our series of « by FiveCo » innovations. This project effectively expresses our passion in creating a useful and well-designed object, previously unheard of, for the pleasure of collectors of vintage wines.

2010 The « Secret of Night », a mysterious name that conceals the first item of furniture of the « Art of Secret » brand, with the « by FiveCo » signature. The concept is inspired from the Renaissance tradition of « secret furniture ». All of the craftsmen who contributed to its creation are Swiss: the mechanical workshop, the leather craftsman, the cabinet maker and the designer. This first piece was the inaugurator of a collection that continues to grow.

2011 After the Raptor, it wasn't easy to once again amaze our sponsors, Hublot. We thus created the Sphere and succeeded. It involves a ring of 480 LEDs that turns at 20 revolutions per second, allowing the renewal of 40 images per second and projection of an image onto a sphere surrounding the watch.

2012 The electronic label can be defined as a permanent display screen, comparable to a traditional newspaper. Our experience of embedded electronics allowed us to set in place a system where the labels can easily be updated. To be noted, this invention doesn't need a battery.

2013 The executive desk is undoubtedly one of the most beautiful pieces in our Art of Secret brand. Once more, we find the skillset of our engineering firm and our Swiss partners. Behind the clean design, this unique piece overflows with sophistication.

2014 The reason many manufacturers entrust us with their innovations is that we are able to provide an asset that can be differentiated for each project. For example, the battery management system developed for the company Hyten SA, unlike a traditional battery management system, controls the charge of each cell independently and not per block.

2015 is a milestone year for our company, as it is the occasion for us to launch two major innovations: on the first hand the Emperador, a cigar chest for Impériali, a Swiss luxury brand based in Geneva and on the other hand X- SMART iQ, an iPad application for endodontics carried out for Dentsply Maillefer. Through these two heterogeneous projects, the company shows the extent of its know-how. It is also in 2015 that FiveCo move to Mont-sur-Lausanne, to a more spacious office and which allows our company to better prosper. Finally, the redesign of the website www.fiveco.ch.

2016 In terms of innovation, FiveCo works on watchmaking projects by placing two key products on the market, mandated by Dietlin Artisans-Métalliers: the Sequencer for Raptor II, which will be presented by Hublot at BaselWorld 2016 and the Carousel Showcase for Dubail. It is also during this year that Antoine Lorotte, CEO of FiveCo, takes the pen to better explain his vision as a SME leader in media such as Bilan, Agefi, Time or PME Magazine.

2017 In this anniversary year, FiveCo multiplies its strengths and works on many confidential projects, including some that can be made public. Especially the projects ordered by Dietlin Artisans-Métalliers: the Magic Box display for the watchmaker Omega, and the Fusion display for Hublot.

2 Portraits: one collective, four visions of innovation

The origins of FiveCo stem from a group of engineers who all graduated in micro-engineering, the same year, from the Swiss Federal Institute of Technology. Their first project together was the interactive system of the robot guide, RoboX, for the World Fair in Switzerland, 2002. Following on from this remarkable initial collaboration, Antoine Lorotte, Xavier Greppin, Gilles Froidevaux, Antoine Gardiol and Mathieu Meisser decided to embark on an entrepreneurial adventure. The root of their success is a “fused collective”. It is thanks to their multidisciplinary skillset and their common passion for innovating that they launched « by FiveCo », a unique signature.

This is the base the firm stands on, and it continues to grow by recruiting new talents who will allow them to better respond to the daily growing demand of their clients.

Antoine Lorotte,	General manager
Antoine Gardiol,	Financial manager
Xavier Greppin,	Technical manager
Gilles Froidevaux,	Purchase manager

3 Know-how: « *by FiveCo* », our exclusive signature

With an accumulated total of twelve years of action, hundreds of successful projects, collaborations with big industry groups, our know-how has been acknowledged. So, to promote this, we decided to launch our *by FiveCo* signature.

Under this signature, we are looking to seal all the values we hold dear: teamsmanship, the spirit of service, the spirit of innovation, the quest for excellence, the Swiss-made, the respect for tradition, the passion for pushing back boundaries, the sense of industry, the quest for exclusivity and the love of beauty.

This is the know-how that transpires in all our clients' projects and in our brands. Hence why every piece in the *Mémoire du Vin* or *Art of Secret* collections will be signed *by FiveCo*.

4 Clients: innovation at the service of industry

First of all, an engineering firm is a service provider. In order to put forward this quality, FiveCo has set up a pathway of innovation, comparable to the « client's pathway ».

In other words, we will come alongside the firms who trust us with their innovations at each of the following steps:

- Listening
- Fusion
- Expression
- Selection
- Development
- Industrialization
- Documentation

This pathway is the guarantee for our clients that FiveCo will accompany them all the way and that they will be devoted to their needs. Today we have more than a hundred clients, mainly big industries that work in the fields of watchmaking, luxury, metrology, medical and robotics, and who have tested our pathway of innovation.

Here is a sample of our client base:

- Alstom Inspect. Robotics
- Astrium
- BlueBotics
- Bobst Group
- CableStop
- Création horlogère de Lully
- Densply Maillefer
- Dietlin Artisans Métalliers
- Enerplan
- Enraf Tanksystem
- Hublot
- Hyten
- Imperiali Genève
- Jacot Des Combes
- Liechti AG (TeleControl)
- Matisa
- Nestlé Nespresso
- Nestlé PTC
- Plumettaz
- RF-Technologie
- Rolex
- Sensometrix
- Temex Neuchâtel Time
- TESA
- Thermoflux Technology
- Whynot Systems

5 Brands: Mémoire du Vin

Offering services of innovation to businesses and creating one's own innovative brand are two completely different things. When we considered launching Mémoire du Vin, we were rather hesitant. What would our clients think? How to explain to a big business account who entrusts us with making a prototype, that our capacity for innovation can be expressed in many ways, and at times, unexpected ways – for example through an unheard of object like a management system for a wine cellar, Mémoire du Vin?

But we nonetheless saw this project through because our passion for innovating is unlimited and pushes back compromise. We thus launched the very first of our *by FiveCo* brands.

Once it was brought to life, our wine cellar management system was hailed in the specialized press: Gault-et-Millaut, Made in Luxe, Revue des Vins de France... The collectors of vintage wines can now « taste » the use of our innovation with passion.

Mémoire du Vin explained

Mémoire du Vin is an original approach to managing one's wine cellar. The alliance of technology and tradition, a monolith with a pure design in massive oak, is the very expression of simplicity.

You then have a precious and functional tool for managing your wine cellar where you can add a personal note to a wine or browse through your collection. In your cellar or in your sitting room, this contemporary and at the same time high-tech sculpture will find its home.

The details of a wine are contained in a ring attached to the neck of the bottle. The ring has been designed to fit all kinds of bottles, and it then becomes its memory. You simply need to scan the ring against the side of the monolith and the reader will collect the information, which will then be displayed on the touchscreen.

Your wine collection will become accessible immediately and intuitively. The details will be linked up to an already existing database that is regularly updated and that references the greatest vintages in the world. It then becomes easy to list your wines.

Mémoire du Vin can also be viewed from a smartphone thanks to a personal secure access.

Mémoire du Vin has been created for wine lovers. It is innovative, professional and can be adapted to the individual. It was developed and produced in Switzerland.

6 Brands: Art of Secret

Innovating can mean starting from scratch to create an item never seen before, a totally unheard of concept, such as *Mémoire du Vin*. But it can also mean reviving a tradition and adapting it with the processes of modern technology. That is what we wanted to achieve when we launched our second brand, *Art of Secret*. We imagined that with today's new technologies and the *by FiveCo* know-how, it would be possible to create a futuristic version of secret furniture. This tradition dates back to the Renaissance and inspired geniuses such as Leonardo da Vinci. We thus launched a brand that encompasses different collections of furniture (desks, nightstands, clocks, chests). Each piece is unique and subtly allies technology, design, cabinet-making and even leather crafts. We pushed the sense of detail in a prominent way to be able to develop a true range of luxury items. We continue to add to our collections in creating new pieces.

The Art of Secret products

- Console
- Duo Expression
- La Mécanique du Temps
- Le Coffre du Temps
- Secret of Night
- Secret of Night – Black edition

7 Roots: Swiss-made

Every country has its own « manufacturer's seal ». The Germans own the industrial and the Brits, the financial. In Switzerland, in the 17th century, the watchmakers' guild of Geneva started adding a hallmark to watches to certify their quality. The notion of Swiss-made generally goes back that time, when the « manufacturer's seal » continues to increase in value – in as much as today, in the world's eyes, Switzerland has become synonymous with « quality and excellent craftsmanship ». Nowadays, many businesses claim this label with its universal value.

We could take the famous slogan « Ask not what your country can do for you, ask what can you do for your country » for FiveCo, in the hope of being able to contribute to the guarantee of the Swiss-made label by the quality our innovations. That is why we take pride in the claim.

Finally, we intend to be transparent with our clients. Our business doesn't often resort to subcontractors, but if necessary, we will then select essentially local partners. It makes it easier for us to collaborate and it is generally reflected in the quality of the projects.

8 Best-of: Our selection of innovations

Here is the top 10 of our innovations. For each one, we will give you a few key points to help you understand the innovation.

1 – The Raptor for Hublot: Thanks to this innovation, we were able to join the big boys when we signed our first innovation for the brand Hublot.

2 – The wine cellar management system Mémoire du Vin: Thanks to this surreal piece, we entered the domain of the « never seen before ».

3 - Duo Expression from Art of Secret: Without a doubt one of our most accomplished pieces of secret furniture, in its design and its technological sophistication.

4 – The battery management system for Hyten: No design, just printed circuits disposed in innovative ways allowing a car manufacturer to multiply tenfold the performance of his vehicle.

5 – The bidirectional communication system: More than 2 years of research for this system for the medical field resulting in a system of communication and transfer of energy by induction – compact and incredibly efficient.

6 – « La mécanique du temps » for Art of Secret: This is our interpretation of the perfect Swiss object. The giant wall clock can be distinguished in the originality of its display. Each number freezes after a choreographed ballet of its segments and shows the exact time in just a few seconds.

7 – The Mini Rover for Astrium: The passion of our founding members is for robotics. This robot with very low consumption was one of our very first business projects.

8 – The Monitoring Device for Enerplan: As a responsible company, we are concerned about optimizing the use of energy resources. The final purpose of the monitoring device is to reduce the energy consumption of a building while optimizing at the same time the heating and ventilation systems.

9 - Secret of Night, black edition, for Art of Secret: The success of our first Art of Secret nightstand motivated us to create a new version, even more seductive.

10 - The Cigar Chest for Imperiali, a surreal innovation marketed in limited series. This project required more than 17,000 hours of development. The chest in question consists of 3'577 pieces with 71 printed circuits board and 21 engines.

11 - Confidential Project: The CXXXXX

9 Vision: Innovating today and tomorrow

At a time when we can observe a convergence of technologies through the complex NBIC – the scientific field at the crossroads between Nanotechnologies, Biotechnologies, Information technology and Cognitive sciences – innovation has become incredibly ambitious. The media and the public are passionate for innovation, as seen recently in the debates about artificial intelligence where industry giants such as Google, Tesla, Microsoft, etc. have taken position.

In the futuristic landscape, FiveCo distinguishes itself by its multidisciplinary skillsets in micro-technics. Our ambition is to become the Swiss leader in this niche market.

Finally, where we would really like to distinguish ourselves is in our « conception of the innovative product ». Rather than registering our innovations in a universe of science-fiction, we prefer to give them an out-of-time characteristic. For us, tomorrow's inventions can very well be artisan objects made of leather and wood and at the same time include an ingenious micro-technical process. In this spirit, we consider our innovations as « unique pieces » that will be handed down from one generation to the next, rather than yet another version already outdated by the time of the next update. This is the spirit by which we seek to seal the collections we develop for the by FiveCo brands.

10 The by FiveCo Spirit

Our engineers firm would like introduce you to the « by FiveCo » Spirit, a charter that encompasses the principles that we have committed ourselves to in order to better serve you.

1. Our spirit of teammanship, your guarantee of confidence
2. Our spirit of service for your satisfaction
3. Our spirit of innovation dedicated to your accomplishments
4. Our quest for excellence and the sense of detail in your projects
5. Swiss-made: the guarantee of local craftsmanship
6. The respect of tradition for your innovations
7. The passion to move with you in pushing back the boundaries
8. The sense of industry in developing your prototypes
9. The quest for exclusivity in affirming your difference
10. The love of beauty to better design your projects

1. Our spirit of teammanship, your guarantee of confidence

« The two most important things in any company do not appear in its balance sheet: its reputation and its people. » Henry Ford

At FiveCo, the spirit of teammanship is their primary value. Without it, nothing would have come to be. Our company was birthed out of the initiative of five founders, all specialized in micro-technics. Our main core is propelled by the « by FiveCo » spirit and now moves forward to the rhythm of their common history since 2002. This set-up is an outstanding guarantee to you of our seriousness and stability that come to reinforce that initial confidence. This is the well-established base on which we are building, allowing us to grow to a size that will enable us to respond to an increasing demand. Every one of our new recruits has been chosen according to two criteria: they have to be able to affirm themselves in their professional skills, and also in their capacity to integrate our team. This rigorous selection strengthens the quality of our services and customer support. Lastly, it is thanks to the flexibility and multidisciplinary skillsets of their team that FiveCo is able to adapt to the ambition of your industrial projects, however grand.

2. Our spirit of service for your satisfaction

« A satisfied customer is the best business strategy of all. » Bill Gates

FiveCo's main activity is to outsource your innovative engineering project, whether your organization is in the industrial, medical, luxury or other field. We will completely devote ourselves to your projects and you will be at the center of our innovative journey. We are attentive from the very beginning and will analyze your needs and mobilize our multi-skilled team in order to innovate with you and for you.

At a time when most great innovations are the fruit of a process of co-creation, the notion of a spirit of service is fundamental. For your part, it means that you can be assured of a product that corresponds exactly to your expectations and those of your clients. At each step of our « innovative pathway », we will interact and communicate with you in real time. This signifies on our part that we are attentive and completely open-minded. Our only aim is your satisfaction.

3. Our spirit of innovation dedicated to your accomplishments

«The companies that will survive tomorrow are those which encourage creativity today.» Maurice Zeldman

Today's business leaders are all in agreement when it comes to making innovation the keystone of success. Bernard Arnault, the president of LVMH, likes to remind his teams that "today's innovators will become tomorrow's leaders." Since its creation, FiveCo has been grooming the spirit of innovation. In the hierarchy of our values, we could even say that this is the spirit that motivated its founding members to unite to work together. Pushing back limits, avoiding all compromise, being in a place where nobody expects us to be, breaking away from the establishment... These are the challenges that are propelling our desire to move forward. The "by FiveCo" spirit of innovation stands out today in the two following ways: innovating for you in the framework of our outsourcing services (industrial, luxury, watchmaking businesses...) and innovating in the launch of original brands such as « Mémoire du Vin » or « Art of Secret ».

With each of our innovative activities, we can distinguish degrees of « creation »:

- The « co-created » innovation. Our teams are at your service to develop an innovative solution that matches your requirements.
- The « re-created » innovation. For example, using a concept dating back to Renaissance times to launch a collection of furniture with secret compartments.
- The « created ex nihilo » innovation. We birthed out of nothing every part of a cellar management system called Mémoire du Vin. There is no antecedent. It is the fruit of our imagination and our passion.

4. Our quest for excellence and a sense of detail in your projects

« Details make perfection, and perfection is not a detail. » Leonardo da Vinci

Affirming that the quest for excellence and a sense of detail are primordial values for a firm of engineers is obvious. It isn't vain to insist upon it, because for us, it is an essential value and not just publicity. Many of our clients work in the industrial, medical and luxury fields and FiveCo takes pride in keeping their promises when it comes to the quest of excellence and the sense of detail.

This entails going through a whole series of internal processes which are then integrated into our pathway of innovation and quality control. All our team members are sensitive to this aim for perfection. The spirit of innovation is dear to us and comes out of this mindset, because it is based on the quality of our service in solving problems and overcoming hurdles that we can innovate and improve day by day our « by FiveCo » know-how.

5. Swiss-made: the guarantee of local craftsmanship

« The single biggest problem in communication is the illusion that it has taken place. » - George Bernard Shaw

The « Swiss-made » label is probably one of the most respected in the world. It originated in the 17th century when the guild of Geneva watchmakers decided to add a hallmark to their watches to certify their quality. Today, it is no longer just for watchmakers, but extends to virtually all sectors of trade. Among the rising number of logos playing on the identity label of « Swiss-made », we need to be able to retrace their trustworthiness. In a market where internationalization is essential, we need to be assured of the origin. But how to verify authenticity and how it will benefit the client?

FiveCo can guarantee their clients that their productions are Swiss-made. The human size of our company and our insistence on the « by FiveCo » signature are the guarantee of how much we respect our commitments. Even when we need to lean on outside competencies to complete the palette of our know-how, we will favor local partners. Our claim on the Swiss-made brand is founded on our desire for transparency. For us, it is also our way of establishing the roots of our « by FiveCo » signature.

6. The respect of tradition for your innovations

« The nobility of a thing is its eternity ». Leonardo da Vinci

How is it possible to be at the height of innovation when it comes to micro-processors and on-board electronics and at the same time, claim to be a respecter of tradition? This is the paradox that our company aims to solve through our « by FiveCo » innovations. At a time when programmed obsolescence is coming more and more under fire from the critics, it is essential for technological innovations to be written into a long-term vision. In saying this, we are not putting aside past achievements and don't hesitate to take our inspiration from concepts that have stood the test of time. These constitute the solid foundation for our developments. Through our brands, « Mémoire du Vin » and « Art of Secret », we have created a collection of unique items that reconcile technological innovation and traditional trades. The ambition of « by FiveCo » is in creating an exclusive signature where you will find tradition within innovation and vice-versa.

7. The passion to move with you in pushing back the boundaries

« I've done the maths. The results match the opinions of the experts: our concept is impossible. There is only one thing to do now: do it. » P.-G. Latécoère

Having existed for more than 15 years, FiveCo have shown their capacity to move forward. The variety and diversity of our clients show our versatility and ability to be involved in all areas of business – from the industrial to the luxury – and maintain an active core. Year after year, FiveCo has grown to be able to better respond to demand, yet keeping a human size. The vision of our company is written into the longevity of an adventure. Our aim: to set up “by FiveCo” as a recognized brand that will become the stamp for your innovations and the brands we are developing.

This means having a taste for adventure. Our ability to innovate is driven by this condition. If we don't take even the least risk, we will never be able to go beyond what exists already. The « by FiveCo » DNA is an ongoing initiative aiming always to push back the boundaries of what is possible, with you and for you.

8. The sense of industry in developing your prototypes

« Thinking always ahead brings a state of mind in which nothing is impossible ». Henry Ford

The sense of industry is being able to anticipate how the smallest innovation will develop. The notoriety of the industrial portfolio that has put their trust in FiveCo speaks much of the guarantee of our competency in the field. The diversity of the fields of activity of our industrial clients (medical appliances, rail industry, robotics, show-business, optical...) shows the transversal reach of our know-how as well as our ability to adapt. Our sense of industry is integrated into our pathway of innovation. This is how we are able to accompany and advise our clients from the upstream of the industrialization of the prototypes to the downstream of the marketing phase.

9. The quest for exclusivity in order to affirm your difference

« You see things; and you say “Why?” But I dream things that never were; and I say “Why not?” » - George Bernard Shaw

In the area of luxury, it is essential to seek exclusivity. As FiveCo is familiar with the culture that goes with this field, they apply the same rule to all their projects. This is how we are able to bring totally new solutions to our clients and have created two exclusive brands – « Mémoire du Vin » and « Art of Secret ». We also believe that there are an infinite number of exclusivities still to be created and we long to be able to co-create them with you and for you.

10. The love of beauty to better design your projects

*«Luxury is all about money. Elegance is a question of education. »
Sacha Guitry*

The summit of our charter is design and appearance. Even if certain projects don't necessarily require it, we nonetheless pay particular attention in collaborating with recognized design agencies who will work in harmony with our team. Our aim is to always bring together engineering and design. An innovation is always beautiful in itself, but we consider it magnificent when it has also been created in line with aesthetic criteria. This is the philosophy of FiveCo.

11 Illustrations

You will find below a series of images related to this press pack:



Figure 1 – FiveCo Logo



Figure 2 – FiveCo Offices

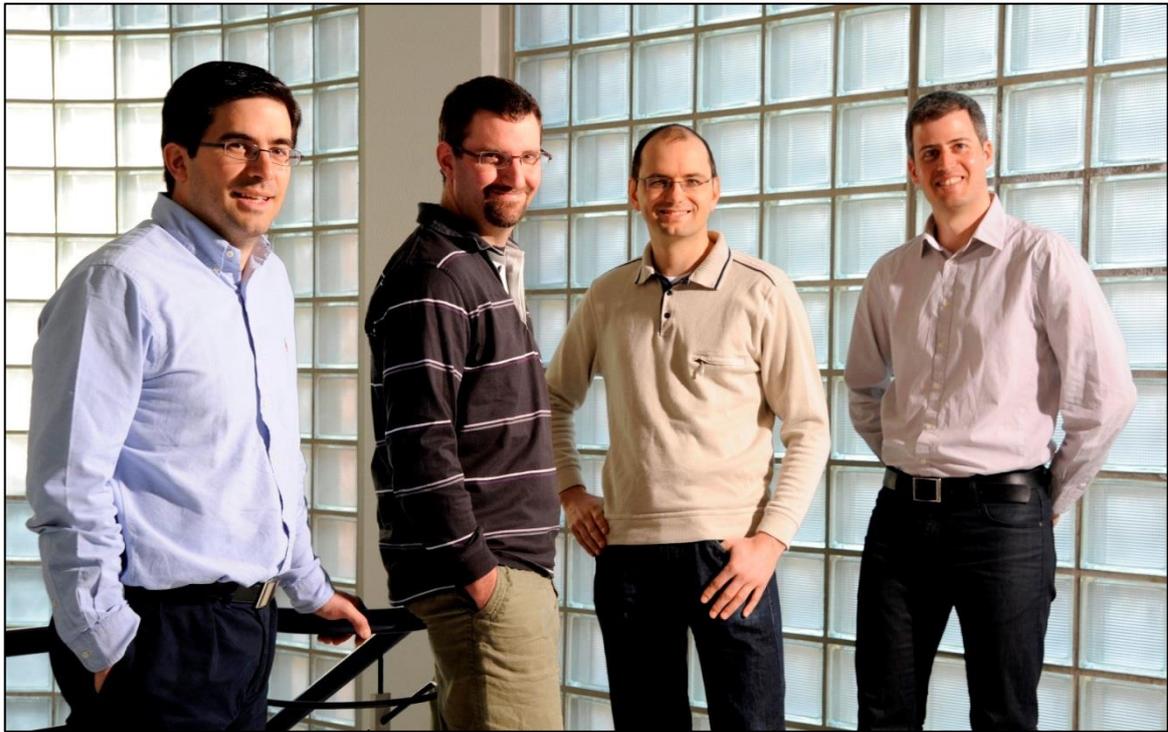


Figure 3 – FiveCo Founders



Figure 4 – RAPTOR Showcase

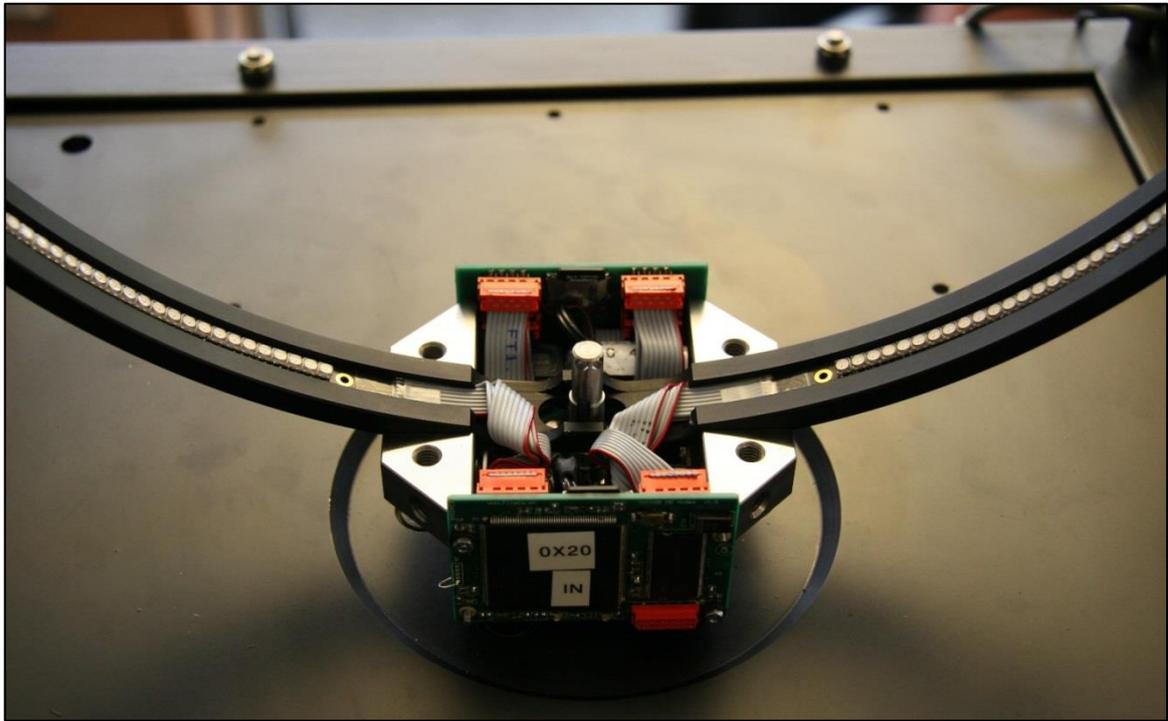


Figure 5 - Electronics / Mechanics for the SPHERE project

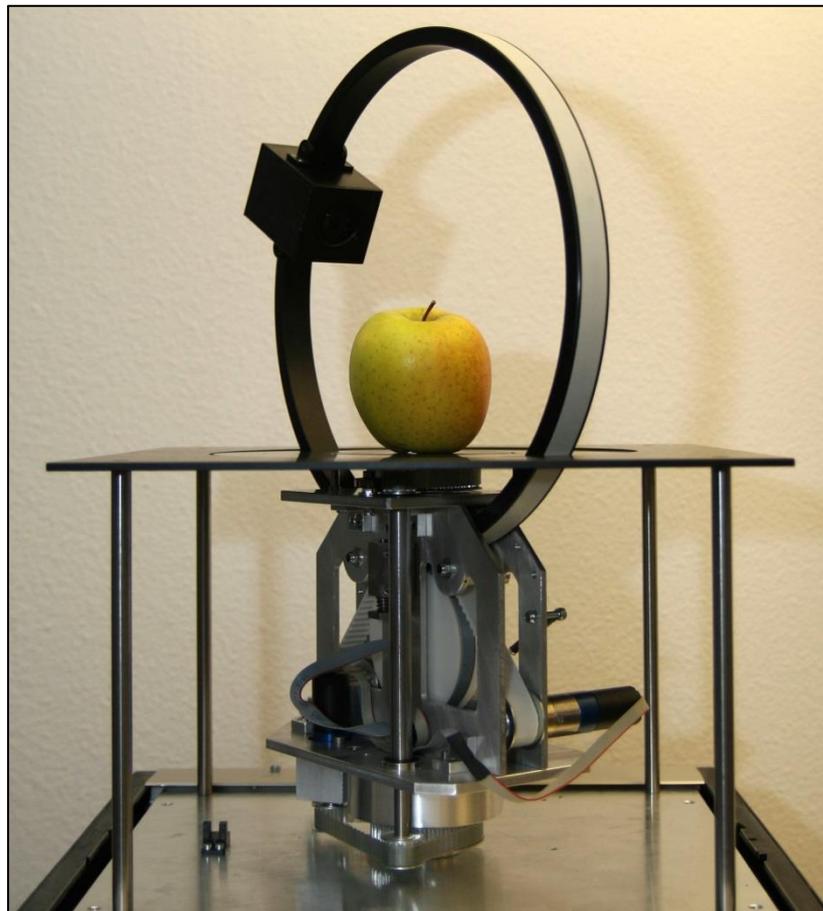


Figure 6 - Mechanics for the Explorer



Figure 7 - Mémoire du Vin Logo



Figure 8 - Mémoire du Vin, oak edition



Art of Secret

●○○○○ by FiveCo

alliance of tradition and innovation

Figure 9 - Art of Secret Logo



Figure 10 – Nightstand - Secret of Night . black limited edition

CONTACT ADDRESS:

FiveCo – Innovative Engineering

En Budron H11

1052 Le Mont-sur-Lausanne

Switzerland

Phone : + 41 21 632 60 10

Fax : +41 21 632 60 11

Email: info@fiveco.ch

Web: www.fiveco.ch