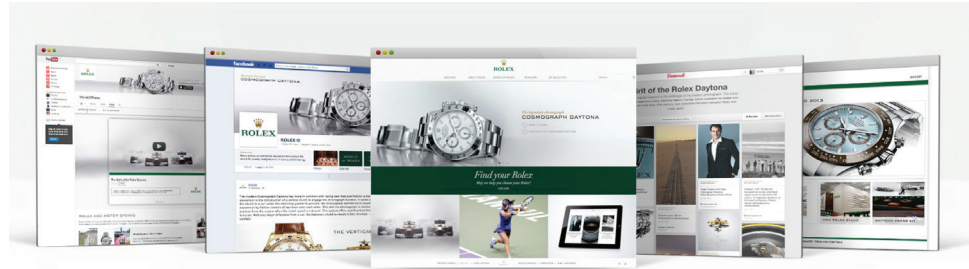


ROLEX DIGITAL CONTENT POLICIES AND GUIDELINES



Rolex offers a wide range of digital material to help you tell the Rolex story. A carefully curated menu of co-branding opportunities, interactive content and social media add depth to Rolex history while engaging the consumer with bold new ventures. This document is designed to help you navigate this complex area and help you leverage some of the tools that we provide to benefit our business together.

A1 - A4 JEWELER WEBSITES

A1. ORJ CO-BRANDING PLAQUE



VISIT ROLEX.COM

A jeweler's website may be co-branded with an ORJ Co-Branding Plaque. In that instance there should be **no other mention** of Rolex on the home page.

The plaque alerts visitors to the jeweler's prestigious status as an Official Rolex Jeweler. In a digital environment where unauthorized jewelers hawk suspect product, the plaque communicates trust and quality. A click-through of the plaque will direct visitors to a co-branded Rolex.com homepage, guaranteeing their link to the jeweler site is not lost.

DOs

✓ PREMIUM PLACEMENT

The Rolex Plaque should appear on the homepage of the jeweler's website in the top right-hand corner. It should stand alone in a clear area without any adjacent materials.

✓ "IN SELECT LOCATIONS"

For jewelers with multiple locations, the line "In Select Locations" will be added if appropriate.

✓ ROLEX APPROVAL

Rolex must give final approval to the page layout before it goes live.

DON'Ts

✗ ROLEX LOGO

The Rolex Plaque may only appear on the homepage. The official Rolex logo should never be used by a jeweler to represent his affiliation with Rolex on the homepage.

Rolex understands that in many cases the jeweler's homepage will be in need of design revisions to accommodate the Rolex plaque placement. There is no specific timetable suggested. When the ORJ is ready for a minor or major website design update, please contact Rolex to initiate implementation of the co-branding plaque.



Any changes or modifications to home pages that already feature the Rolex Plaque must be communicated directly to Rolex USA without delay.



Please contact Nikki Rogati at 212-758-7700, Ext. 1340 or nrogati@rusa.com to request your plaque.

A2. BRAND LISTING

If an ORJ has installed a Co-Branding Plaque, then brand listing is permissible in the following instances:

- I. **Alphabetical listings:** If the ORJ employs a drop down menu of watch brands carried, then the Rolex name can be used in the appropriate place.
- II. **Logo listings:** If an ORJ employs a bar listing of brands' logos, then Rolex should be the first brand shown.

DOs

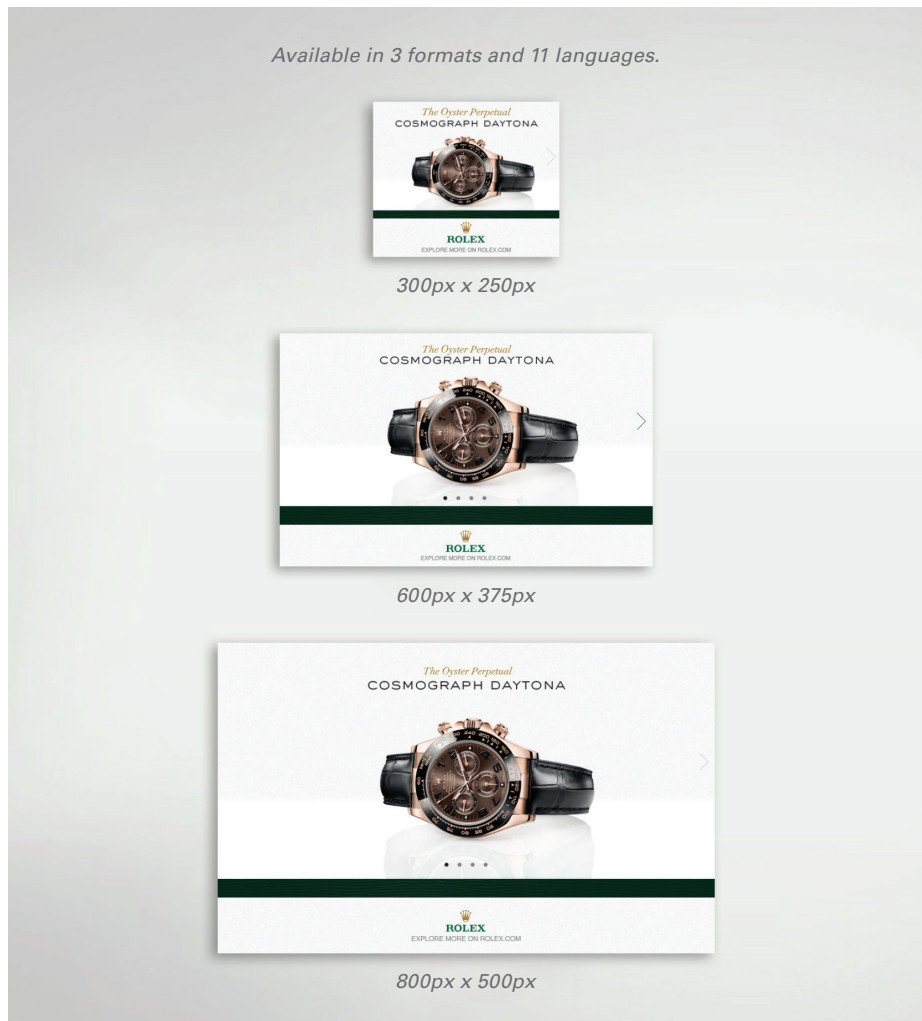
✓ ROLEX.COM CLICK-THROUGH

Any listing, either alphabetical or logo-driven, should provide a click-through to Rolex Digital Corners (see section A3).

✓ ROLEX APPROVAL

A layout of proposed alphabetical listing or logo listing must be approved by Rolex before anything goes live.

A3. DIGITAL CORNERS (OPTIONAL)



Rolex Digital Corners add a product-based window to an ORJ site. Navigation to Digital Corners relies on brand listing (either alphabetical or logo-based) on jeweler sites. The content updates automatically on a regular basis with new products, requiring no maintenance.



Please contact Nikki Rogati at 212-758-7700, Ext. 1340 or nrogati@rusa.com to request your plaque.

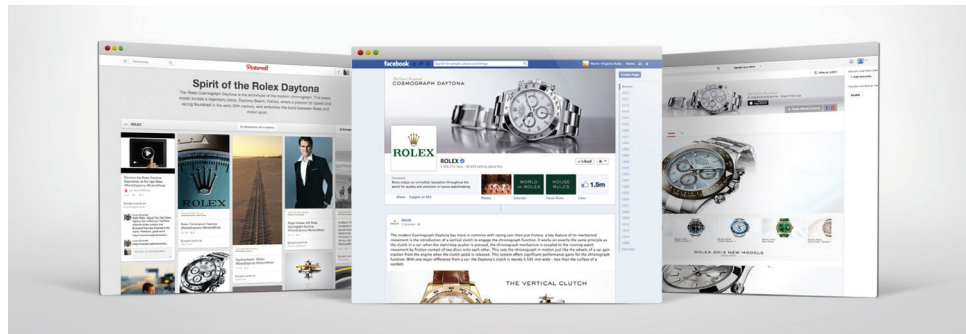
A Technical Implementation Guide will be provided along with the code.

A4. RESTRICTIONS

The Rolex logo, associated branding and trademarks should not appear anywhere on Jewelers' websites outside of the instances described in this document.

In addition, measures should be taken to properly limit and manage any promotional messages or content which could impact the prestige of the Rolex brand. Homepage content of this nature is best positioned below the pagefold (i.e., such that it is not visible at the same time as the Rolex plaque). Similarly, if another watch brand image or logo has a homepage presence from time to time, it should not be in any area near the Rolex plaque.

B1 - B4 SOCIAL MEDIA & DIGITAL PLATFORMS (APPS)



There are hundreds of non-official Rolex fan pages around the world—Rolex lovers meet virtually on social media platforms to discuss models, exchange advice and opinions and share content. Today Rolex is steadily establishing an official presence on a selection of the world's most influential networks by offering experiences worthy of the Rolex brand. Jewelers are encouraged to familiarize themselves with the Rolex social media channels.

B1. FACEBOOK

At www.facebook.com/rolex, a customer may engage with the latest news from the World of Rolex as well as explore unique content. The “Rolex Presents” series puts the spotlight on Rolex achievers while other themed posts focus on particular watch model features or Rolex events. Unlike many Facebook pages, Rolex retains the right to remove comments inappropriate in the environment, guaranteeing a troll-free visit.

In order to protect the brand and optimize the experience for all concerned, we ask all jewelers to follow the guidelines below:

DOs

✓ “LIKE” ROLEX

Official jewelers are encouraged to “like” the official Rolex page. An official jeweler with his own Facebook account who “likes” the official Rolex page will stay informed of content updates.

✓ SHARE ROLEX POSTS

Jewelers wishing to communicate about Rolex on their own Facebook pages are encouraged to simply “share” posts directly from the official Rolex page.

✓ TAGGING ROLEX CONTENT

When referring to Rolex on Facebook we also ask jewelers to ‘tag’ the official Rolex page. (To do this, simply use the @ symbol and then continue typing “Rolex”; when the official Rolex page appears automatically, hit “tab” to select that page and create a link.)

✓ HOUSE RULES

Please refer to the Rolex “House Rules” section for more guidelines on proper conduct on the Rolex Facebook page.



DON'Ts

X OFFICIAL JEWELER ACCOUNT NAMES

Jewelers may not use the name “Rolex” when creating their own social media accounts. Jewelers may include “Rolex” in their account name when used alongside their full company name. (Ex. Smith Jewelers - Rolex, etc.)

X UNAUTHORIZED USE OF ROLEX IMAGERY

Jewelers may not use Rolex imagery found on social media in any advertising, as this is a breach of copyright.

X SALES/SERVICE DISCUSSIONS

Rolex kindly asks jewelers to refrain from engaging in customer service or sales discussions within the comment threads on the official Rolex Facebook page. Any comment of this sort will be removed by Rolex as SPAM.

B2. YOUTUBE

With over a 130 videos to date, www.youtube.com/rolex contains more Rolex video content than any other site on the web. Rare footage of Rolex achievers in action, documentary-style clips exploring the world of watchmaking and detailed presentations of Rolex models are all available at the click of a mouse.

In order to protect the brand and optimize the experience for all concerned, we ask all jewelers to follow the guidelines below:

DOs

✓ SHARE ROLEX CONTENT

Jewelers are free to share or repost content found here to their own social media accounts.



DON'Ts

UNAUTHORIZED USE OF ROLEX IMAGERY

Jewelers may not use Rolex imagery found on social media in any advertising, as this is a breach of copyright.

B3. PINTEREST

Discover Rolex on Pinterest at: www.pinterest.com/rolex. Boasting almost 50 million users, Pinterest's highly visual social network allows users to curate and share images and videos (often linking to external content, resources or virtual points of sale) with their followers. Pinterest is the third largest social network in the U.S. and one of the fastest growing social networks online.

In order to protect the brand and optimize the experience for all concerned, we ask all jewelers to follow the guidelines below:

DOs

SHARE ROLEX CONTENT

Jewelers are free to share or repost content found here to their own social media accounts.

DON'Ts

UNAUTHORIZED USE OF ROLEX IMAGERY

Jewelers may not use Rolex imagery found on social media in any advertising, as this is a breach of copyright.



B4. IPAD APPLICATIONS (APPS)

Rolex will continue to develop and produce free, cutting-edge, iPad Apps for the enjoyment of our customers. Today, we have two best-in-class examples available that exploit this “liquid” media to the full and provide a rarefied glimpse into the world of Rolex.

Rolex Perpetual Spirit Magazine on Exploration

Available for free download from the app store, the *Rolex Perpetual Spirit Magazine on Exploration* is a tribute to Rolex’s 80-year commitment to the world of Exploration. The application features over 90 minutes of videos, nature photography and exclusive content.

Rolex Daytona Experience

In honor of the 50th anniversary of the Rolex Daytona, the *Rolex Daytona Experience* application for iPad is now available for free download from the App Store. This new App uses cutting-edge digital technology to provide an interactive product experience, giving a great feel and insight into the watch and its distinguishing properties. The App also presents a variety of features and stories about the Daytona universe and Rolex’s involvement in motor racing.



C. DISCLAIMER

This Digital Content Policy does not in any way modify the requirement in the Sales Agreement that all sales must be made in person. All other policies remain unchanged.