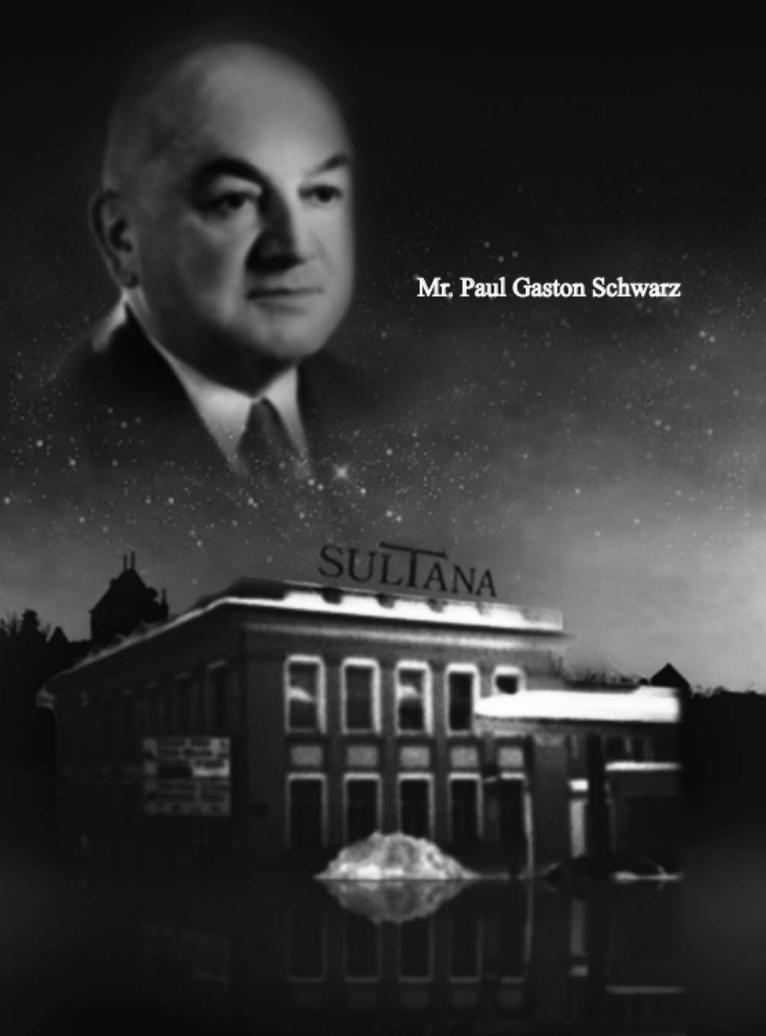




75th
Anniversary

Certificate of Authenticity

A black and white portrait of Mr. Paul Gaston Schwarz, a middle-aged man with a receding hairline, wearing a dark suit, white shirt, and patterned tie. The background is dark with a starry, night sky effect.

Mr. Paul Gaston Schwarz

A black and white photograph of the Sultana building at night. The building is a multi-story structure with a grid of windows, some of which are illuminated. The word "SULTANA" is prominently displayed on the roofline. In the foreground, there is a large, glowing diamond-shaped object, possibly a watch component, resting on a reflective surface.

SULTANA

The Sultana logo features a stylized bird, possibly a falcon or eagle, with its wings spread wide, perched atop a decorative horizontal bar.

SULTANA
FINE SWISS WATCH
SINCE 1937

A large, faint watermark of a watch dial is visible in the background of the right side of the page. It shows the outer ring of the dial and a central circular element.

75th
Anniversary
www.sultana.ch

*Fine
Swiss Watch
Since*

1937

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*75th
Anniversary*




SULTANA
FINE SWISS WATCH
SINCE 1937

The Brand

75th
Anniversary

Year 1971



About SULTANA

Sultana watches are part of the very heart of Swiss watchmaking history. The Sultana company was founded in 1937 in La Chaux-de-Fonds by Mr. Paul Gaston Schwarz. He started his career in the watch manufacturing industry with the aim to create perfection with every Sultana timepiece. He strived for ways to improve the current manufacturing methods of the watchmaking industry in the Jura region.

Development

In its quest for the ultimate perfection of its creations, Sultana joined forces with Le Phare, one among the oldest watch manufacturers in Switzerland, in order to benefit from its world-

Year 1963



renowned expertise and occupy the position of second largest producer of mechanical chronographs in Switzerland. Sultana thus gained lots of skillful craftsmen to produce the watches using precision machine tools. In addition, through the technical evolution on small mechanical parts, Sultana improved accuracy and perfection observably. In order to approach perfection, Sultana keeps with its exploring with its product development, technology advances and market trends to meet the consumers' needs.

Apart from the European countries, the company steadily expanded and engaged its global market, like the United States, the Middle East, Japan and China.

Year 1960



Award

Sultana has been awarded recognition in several events including the winning of the Grand Prix at the Internationale de Thessalonique in Greece in 1939.

Today

Even today, Sultana watches are still created, produced and assembled in the original workshops in the cradle of Swiss watchmaking, La Chaux-de-Fonds, that is situated at a height of 1,000 meters, in the heart of the Jura Mountains. Although the technology has advanced dramatically, Sultana's watchmaking philosophy is still consistent with its founder's belief on making accurate, perfect, elegant and durable timepieces.

Year 1958



In the 21st century, a new economic trend emerged which is influencing the watchmaking industry whereby the watch is no longer just a functional item, but also an essential accessory to show your own character and individual personality in different occasions. Sultana keeps pace with the modern trend combined with the use of traditional Swiss watchmaking art to express its founder's beliefs.

Vision

Every Sultana watch is a distillation of master craftsmanship that has been handed down through generations of irreplaceable watchmakers. It is a combination of aesthetics and precision that looks good at all times.

Year 1945



Thanks to a new, dynamic and creative management, Sultana products are set to conquer new worldwide markets. Their classical and elegant design, the supreme production quality and their high degree of technical perfection are the successful ingredients to create authentic and timeless pieces.

Year 1939




SULTANA
FINE SWISS WATCH
SINCE 1937

**75th Anniversary
Automatic Collection**

*75th
Anniversary*

75th Anniversary



The story of Sultana starts in 1937 in the town of La Chaux-de-Fonds, Switzerland. Its founder, Mr. Paul Gaston Schwarz, combined outstanding Swiss craftsmanship with the most up to date engineering technologies available to manufacture timepieces. He strived for making accurate, perfect, elegant and durable timepieces that did enrich the watchmaking history. In 2012, Sultana celebrates its 75th birthday and a special collection named “75th Anniversary Automatic” is launched to commemorate this mile stone and the founder’s achievements as well as to demonstrate Sultana’s innovative product development approach to watchmaking.

The 75th Anniversary Automatic Collection pays

tribute to the watchmaking history of Sultana.

A classic design featuring a round stainless steel case with rose gold-plating perfectly matched with a special silvery white guilloche carved pattern dial fitted with 11 genuine diamonds as hour marker.

The signature design of this timepiece is found at the 12 o'clock position where an open heart window features a sophisticated rose gold-plated die cutting Eagle-shaped logo. The open heart enables a glance at the oscillation of the balance wheel of the Swiss made automatic movement.

An eye-catching rose gold-plated crown completes the case with the Arabic number “75”, representing

the 75th anniversary celebration, stamped on the red surface of the crown.

This timepiece is fitted with an elegant, genuine brown leather strap which is fitted with a rose gold-plated deployment buckle.

Produced in a limited edition of 175 pieces, each timepiece will be presented with a limited edition wooden box, a booklet with serial certificate and diamond certificate. A limited edition serial number is engraved at the case back to show the exclusivity.

Specification

- Model no.** : 386
- Case** : Stainless Steel & IP Rose Gold-Plated,
See Through Case Back
- Dimension of case** : Gents (3-9H) 40mm
- Strap** : Brown Genuine Leather
- Crown** : IP Rose Gold-Plated
- Buckle** : Deployment Buckle (IP Rose Gold-Plated)
- Dial** : Silvery White Guilloche Pattern with
11 Genuine Diamonds (JK Color, SI1,
Full Cut, Weighing 0.055 Carat in Total)
- Crystal** : Sapphire
- Water Resistance** : 50M
- Movement** : Swiss Made Automatic



International Warranty

*75th
Anniversary*

INTERNATIONAL SULTANA WARRANTY

Your Sultana watch is warranted by our Swiss factory for a period of twenty-four (24) months from the date of purchase under the terms and conditions of this warranty. The International Sultana Warranty covers material and manufacturing faults. The warranty comes into force only if the warranty certificate is fully and correctly completed by an authorized Sultana dealer.

The Manufacturer's warranty does not cover:

1. Battery, leather strap, crystal breakage and / or
2. Damage resulting from improper handling, lack of care, accidents or normal wear and / or
3. Possible consequential damage resulting from defects use, inaccuracy or non-functioning of the watch.

In case of defects covered by the warranty, your Sultana watch will be repaired by either our authorized Sultana dealers or service centres free of charge. Any further claims against our factory e.g. for compensation for damage, withdrawal from the purchase contract, refund of the purchase price or replacement of the watch are excluded.

Your dealer carries sole responsibility for any other guarantees promised.

The warranty becomes void in the event of servicing or repair of the watch by any person not duly authorized by Sultana or its representatives.

Should you require work under guarantee, please contact your Sultana dealer or one of our

authorized service centres as set forth in the enclosed list. The watch must be presented along with the duly completed warranty certificate.

If work is done under guarantee, the Sultana dealer or service centre may charge for postage and insurance.

After expiry of the warranty period our dealers and service centres remain, of course, at your entire disposal for repair and maintenance of your watch against an appropriate charge.

The above manufacturer's warranty does not affect the purchaser's rights against the seller nor any other statutory rights the purchaser may have.

PRODUCT INFORMATION

Behind the name Sultana stands a philosophy: the continuous endeavour to create products outstandingly different in design, materials and quality-serving the aims of functionality, wearer comfort and timeless beauty. For this reason, Sultana is mainly using stainless steel, sapphire crystal etc.

It is thanks to these especially resistant materials that, with normal wear, your Sultana will keep its beauty and brilliance for many years. However, in extreme cases, Sultana's exceptional materials may be damaged by equally hard or harder materials such as diamond corundum, metallic oxides or quartz crystals. Grindstone, sandpaper, nail files, granite surfaces, concrete walls etc.

may contain particles of such materials and thus cause scratching. Therefore, a certain amount of care should be taken. Damages caused by such materials are not covered by the international guarantee.

NB: Hard-metals and sapphire crystal are scratchproof but they are not indestructible-hard, knocks or dropping the watch onto a hard surface should absolutely be avoided.

Swiss Precision

The name Sultana guarantees a Swiss quality watch movement of the greatest precision.

Theoretical deviation in timekeeping:

Automatic watches: -5 to +20 seconds per day
lower tolerances for chronometer movements.

Water-resistant

Sultana watches have the word (WATER RESISTANT) engraved on the case back. These watches can withstand water pressure up to a depth of 50m (165 feet). To ensure permanent water-resistance, the watch must be checked by an authorized Sultana dealer or Sultana service centre once a year or after every battery change.

Sapphire Crystal

Sultana sapphire crystal is distinguished by its scratchproofness and brilliance. Most Sultana watches are now fitted with a scratchproof sapphire crystal (you may check the engraving on the case-back of your watch).

Automatic Watches

You are the source of free energy yourself, just

by moving your arm when wearing the watch.
A fully wound Sultana automatic watch has a power reserve of at least 36 hours.

INSTRUCTIONS FOR USE

If the watch stops (i.e. if it has not been worn for more than 36 hours) it must be wound again with the crown in position 0. (Fig.1)

Crown positions

0 = normal position (crown pushed completely in)

1 = correction of time display

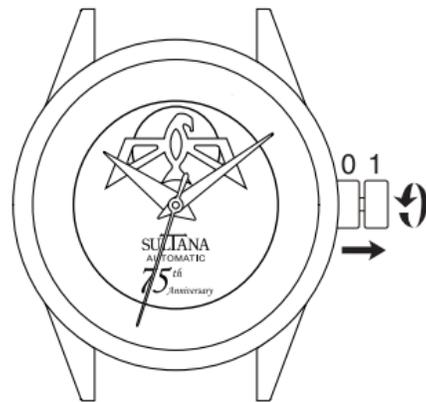


Fig.1

Setting the time (Fig.1)

For correction of hours, minutes and seconds, pull the crown out to position 1. Set the correct time by turning the crown forwards or backwards. The second hand remains still in crown position 1. The seconds can be synchronized with the official time signal by pushing the crown back to position 0.

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