



THE 2024 CARTIER PRIZE FOR WATCHMAKING TALENTS OF TOMORROW

TERMS AND CONDITIONS¹

Cartier has, since very early on, been committed to transmitting and ensuring the perpetuation of their watchmaking skills and savoir-faire.

In 1993 already, Cartier opened the doors of the Institut Horlogerie Cartier - "IHC" (the Cartier Institute of Watchmaking) in Switzerland. The ambition of this pioneering facility was twofold: to address a need for in-house training to perpetuate watchmaking professions as well as to form the watchmakers of tomorrow.

It was in this context that, 30 years ago, Cartier launched a Prize dedicated to apprentice watchmakers. Created in 1995 the Cartier Watchmaking Prize encourages and celebrates tomorrow's talents. This unique award, both technical and creative, invites each year apprentice watchmakers from Switzerland, France and Germany to transform a movement according to a predefined theme.

This year the competition is evolving and will welcome a new category of candidates: ES (Specialized College) technicians in micro-technology. Henceforth, applications may also be made from Belgium. Candidates come from watchmaking schools, business training centers or training companies.

1. The Organizer

The Cartier Prize for Watchmaking Talents of Tomorrow is organized by the Cartier Watchmaking Manufacture, a branch of Richemont International SA, chemin des Alisiers 10, 2301 La Chaux-de-Fonds (henceforth "Cartier" or "the Organizer").

2. Principle and Theme

The participants selected by the jury receive a watch movement which must be transformed in line with the theme predefined by the organizer.

The theme of the 2024 edition is: « *The magic of our senses* ».

3. Eligibility criteria

3.1 The « Cartier Prize for Watchmaking Talents of Tomorrow » is open to two categories of candidate:

- 3rd and 4th year apprentice watchmakers with an apprenticeship contract in August 2024 attending a full-time school, training center or training company in Switzerland. It is also open to young people following a training deemed equivalent by Cartier, at its sole discretion, in France, Germany and Belgium. Special cases will be examined for consideration.

¹ Throughout this document, the generic masculine form is used for reasons of reading comfort. Systematically, it refers to both women and men alike

- 1st and 2nd year ES (Specialist College) microtechnology technicians in a full-time school, training center or training company in August 2024 in Switzerland. It is also open to young people following a training deemed to be equivalent, by Cartier, at its sole discretion, in France, Germany and Belgium. Special cases will be examined.
- 3.2 The Prize is open to participants carrying out their training in Switzerland, France, Germany or Belgium at the time of submitting their application.
- 3.3 It is obligatory for all candidates to be capable of both speaking and writing in one of the following languages: French, English or German.
- 3.4 Candidates from previous editions of the Prize may enroll again, in the category apprentice or technician, depending on their current training status, on the condition that they were not one of the three winners in a previous edition.
Candidates who have won in the apprentice category, are eligible to re-enter but only in the Specialist Technician category.
- 3.5 Cartier reserves the right to verify the eligibility of all participants for the Prize.
- 3.6 Candidates may only register one sole application for each edition.
- 3.7 Cartier reserves the right to disqualify any participant for any reason whatsoever. Furthermore, in the event of any applicable local law prohibiting the distribution of the Prize, the participant will receive no prize and Cartier reserves the right to redistribute the Prize at their own discretion.

4. Calendar

The provisional calendar for the 2024 edition of the Award is as follows:

- 4.1 From 09:00 (CET) on 4th May 2024 until 19:00 (CET) on 30st August 2024, candidates can register on the platform at <https://apply.prixcartiertalentshorlogersdedemain.com/> using the appropriate form to submit the description of their project as defined in point 4.4. Once the request for participation has been formally sent, the candidate will receive an acknowledgment of receipt at the email address indicated in their registration.

Potential candidates will find information concerning the work base (watch movement), photos of this base and information on the annual theme on the <https://apply.prixcartiertalentshorlogersdedemain.com/> platform.

- 4.2 Candidates must choose a mentor (trainer, manufacturer, project manager or anyone related to watchmaking) who will accompany them, providing support throughout the project from the preparatory stage right through to the final creation. Information about the mentor should be entered on the contact form.
A same mentor can accompany several candidates and must follow each of them for the entire duration of the Cartier Prize.

- 4.3 Verification of candidate applications will be made by the organizer based on these here general terms and conditions. Incomplete entries will be rejected.

- 4.4 The description of the project must include:

- a video presentation in which the candidate gives his first name, surname, course of study and introduces his project (maximum length - one minute)

- a document explaining the genesis of the project concept and describing its operation or the principle in a maximum of 2,500 characters (excluding spaces), Arial 11 font, 1.15 line spacing (A4 format, recto)
- a document illustrating the aesthetics of the project, in the form of sketches, realistic renderings or any other form representing the design of the imagined object (A4 format, recto)

These presentations will then be evaluated by a jury.

4.5 October 16th: The jury will meet at the Cartier Manufacture in La Chaux-de-Fonds. Based on their presentations, 6 candidates per category will be selected. The 12 candidates retained will then move on to the implementation phase.

Each person registered on the platform will be individually informed by email of the status of their application (successful/unsuccessful).

4.6 October 28th: The work base (a watch movement) and all relative technical documents will be sent to the selected candidates.

4.7 Participants will have 80 hours for the production phase, spread out over the period from November 4th to December 6th thus allowing students to continue to follow their professional courses. Participants will be supported by their mentor who will also be responsible for ensuring compliance with these regulations.

4.8 Candidates must submit their finished work, by post, up until midnight on December 6th (with the postmark as proof) to the following address:

*Cartier Horlogerie, c/o M. Sébastien Mathez,
Chemin des Alisiers 10,
2301 La Chaux-de-Fonds
Switzerland*

It is equally possible to submit the full entry directly by hand to the above address up until 15:00 CET on December 6th.

4.9 December 16th: Meeting with the jury at the Cartier Manufacture in La Chaux-de-Fonds. Each of the 12 candidates will present himself, in person, to the jury for the oral presentation of their creation. At the end of the day the jury will establish the final ranking for each category (1st, 2nd, 3rd place).

4.10 An Awards Ceremony will be organized in early 2025 in Switzerland. The final rankings per category will be announced on this occasion.

Summary of the calendar

Between May 4th and August 30th, 2024

The candidates register and submit their presentation on the Prize's registration platform.

—
October 16th, 2024

Jury meeting, 6 candidates per category are selected for the realization of their project.

—
October 28th, 2024

Dispatch of the work bases.

—
Between November 4th, 2024, and December 6th, 2024

Realization of the projects within the authorized time span of 80 hours.

Submission of the finished piece by post before December 6th.

—
December 16th, 2024

Personal presentation of the creations in front of the jury in la Chaux-de-Fonds.

—
January 2025 (date to be confirmed)

The Awards Ceremony and announcement of the winner's rankings.

5. First selection phase by the jury

5.1 The jury is comprised of five members chosen by Cartier.

5.2 The members of the jury will meet on October 16th, 2024, at the Cartier Manufacture in La Chaux-de-Fonds to evaluate all pitches received.

5.3 The criteria evaluated by the jury are:

| CRITERIA | DESCRIPTION | POINTS |
|--------------------------------|---|--------|
| Originality and concept | <ul style="list-style-type: none">○ Is the concept out of the ordinary?○ Is the idea innovative? | /10 |
| Project realism | <ul style="list-style-type: none">○ Is the project achievable within the regulations?○ Does the project correspond to this year's theme? | /10 |
| Quality of the dossier | <ul style="list-style-type: none">○ Are the documents well-presented and easily understandable?○ Are there sufficient elements in the dossier to fully understand the concept? | /10 |

| | | |
|---------------------------|---|-------------------|
| Motivation | <ul style="list-style-type: none"> ○ Has the candidate succeeded in convincing you and has he conveyed his enthusiasm and passion? | /10 |
| Remarks and appreciation: | | Total: /40 |

5.4 Following the evaluation, 6 projects per category will be retained to pass on to the realization phase.

6. The realization phase of candidate projects

- 6.1 The work bases (movements) and all documents relating to the realization of the projects will be sent to the candidates, who will have only one movement at their disposal.
- 6.2 Both cleaning and reassembly of the movement are included in the 80 hours of work.
- 6.3 During their work, the participants will keep a digital work diary and regularly document the progress of the project with explanations, photos, videos, sketches, or texts on the choice of solutions or materials. The content of the work diary and the way in which it is communicated will be one of the criteria used by the jury to determine the final ranking.
- 6.4 The creation developed by the candidate in the context of the Cartier Prize must be fully functional and able to withstand manipulation by the jury as well as handling during postal transport. Cartier declines all responsibility if the piece is received in a damaged state. Participants also have the right to submit their pieces of work directly to the Cartier Watchmaking Manufacture, on the Chaux-de-Fonds site.
- 6.5 Techniques specific to the watchmaking profession should be favored in the production and decoration of the pieces; this point will be the subject of particular attention when evaluating the quality of execution.
- 6.6 If hands are used, and these were not crafted by the candidate, this must be clearly stipulated in the work diary.
- 6.7 Any components added to the movement must be photographed prior to assembly and these photos will feature in the work diary.
- 6.8 Collaboration with the interfaces of other professions is one of the principles of the Cartier Prize. Consequently, and depending on their needs, candidates may be granted up to CHF500.- to entrust tasks to an external party (purchase of components or hours of work). The final detailed invoice must be consistent with the nature and amount of work carried out. Particular attention will be paid to this point during evaluation. The final invoice should be submitted to Cartier for reimbursement.

7. Final selection by the jury

7.1 The jury will evaluate each creation presented using the criteria defined in point 7.4.

7.2 The jury members will meet in the Cartier Manufacture in La Chaux-de-Fonds on December 16th, 2024, to attend the presentation of each candidate's project. Deliberations to establish the final rankings by category will take place the same day.

7.3 For each criterion evaluated, candidates may be awarded up to 10 points. (cf. 7.4).

7.4 The appreciation criteria for the jury are:

| CRITERIA | DESCRIPTION | POINTS |
|-------------------------------|---|---------|
| The functionality | <ul style="list-style-type: none"> ○ Is the movement fully functional? ○ Are the mechanisms, other than the movement itself, equally usable? | /10 |
| Finishings / detailing | <ul style="list-style-type: none"> ○ Is the object well finished throughout? ○ Has particular care been given to details? ○ Are the aesthetics pleasing? | /10 |
| Creativity | <ul style="list-style-type: none"> ○ Is the creation coherent with the presentation? ○ Does the object go beyond your expectations? | /10 |
| Communication | <ul style="list-style-type: none"> ○ Is the diary clear and complete? ○ Was the candidate convincing during his oral presentation? | /10 |
| Heartthrob | <ul style="list-style-type: none"> ○ Did a detail, a concept or an idea about this realization seduce or touch you particularly? ○ Has the candidate's attitude had a positive emotional impact on you? | /10 |
| Remarks and appreciation: | | Total : |
| | | /50 |

7.5 In the event of a tie, all points relating to:

- The functionality
- The finishings and overall care taken
- The creativity et originality

will be taken into consideration and the candidate with the highest number of points on these three specific criteria will have the advantage.

8. The Awards ceremony, announcement of the results

- 8.1 The awards ceremony will take place in early 2025 at a venue (in Switzerland) yet to be determined. Invitations will be sent to participants, educational structure principals, mentors, institutions, and the press.
- 8.2 At the awards ceremony, the prize laureates will be requested to give a short public presentation of their work.
- 8.3 The creations of the 12 candidates will be exhibited for public viewing at the ceremony venue.
- 8.4 The results will be communicated to all 12 candidates during the awards ceremony. Candidates are required to attend.
- 8.5 The best three creations per category will be rewarded with prizes awarded to the candidates who have managed to collect the highest number of points.
- The 1st prize laureate in each category will receive a Cartier watch and will be offered internship opportunities within the Cartier watchmaking Manufactures and Workshops.
 - The 2nd prize laureate in each category will receive a Cartier watch.
 - The 3rd prize laureate in each category will receive a Cartier watch.

The 3 laureates in each category will also receive an immersion in the heritage of the Maison and its watchmaking Manufactures.

- 8.6 Should taxes be due on the prize/award, the laureates will be solely responsible for making the necessary declarations to the competent authorities and for paying the said taxes.
- 8.7 The award can be neither transferred nor exchanged for cash. The award is attributed at the sole discretion of Cartier and no awards will be given to a participant who has committed or benefitted to this end from irregular acts.
The award may not be contested, exchanged nor replaced.

9. Rules

- 9.1 These Rules of Participation apply to the Cartier Prize for Watchmaking Talents of Tomorrow. In order to participate, candidates must have carefully read and accepted the rules below. Participation in the Cartier Prize for Watchmaking Talents of Tomorrow automatically implies acceptance of the aforementioned rules by the participant.
- 9.2 While carrying out their work, participants undertake to respect the rights of third parties, and in particular intellectual property rights (trademark, design and model, copyright). Cartier reserves the right to reject any work that does not comply with this provision.
- 9.3 The creations for the Cartier Prize for Watchmaking Talents of Tomorrow will become the property of the candidates who may leave with the result of their work. Nevertheless, each Prize laureate undertakes not to make any external use of his or her work, to communicate it, sell it, offer it for sale, lend it or enter into any other contract relating to the work with a third party. At Cartier's request, Prize laureates also undertake to lend Cartier the object of their work so that the latter may use it for internal or external events.

- 9.4 Should Cartier wish to exploit a candidate's work, the candidate undertakes to assign to Cartier, at the latter's request, all intellectual property rights potentially contained in the work, without any limitation or reservation, for any use, for the entire world and for the entire duration of protection.
- 9.5 Candidates authorize Cartier to use their fixed image in any recording or photograph made as part of or in connection with the Cartier Prize for Watchmaking Talents of Tomorrow.
- 9.6 Participants undertake to keep confidential any information received from Cartier in connection with the Cartier Prize for Watchmaking Talents of Tomorrow.
- 9.7 Cartier reserves the right to cancel the Cartier Prize for Watchmaking Talents of Tomorrow and/ or to modify or supplement the Rules at any time and without prior notice.
- 9.8 In the event of a dispute in connection with the Rules, their application, the results or the awarding of prizes, or in the event of any other dispute relating to the Cartier Prize for Watchmaking Talents of Tomorrow, Cartier's decision shall be irrevocable and not subject to appeal.
- 9.9 In the event of any other litigation, these Rules shall be governed and interpreted exclusively in accordance with Swiss law. Any litigation concerning the present shall be submitted to the exclusive jurisdiction of the courts of Neuchâtel.