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HUBLOT
THE ART OF FUSION



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BIG BANG ANGOLA

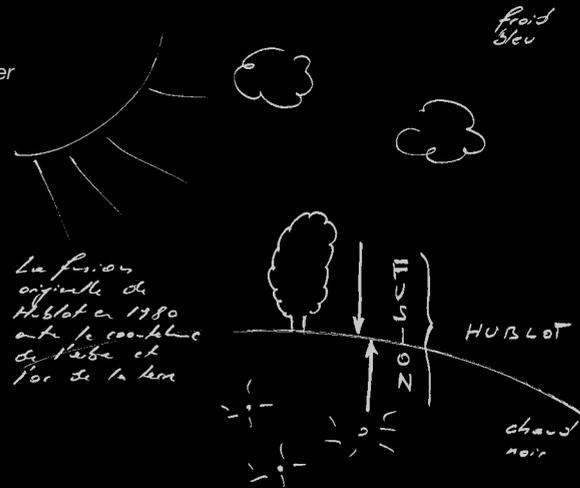
Message from CEO Jean-Claude Biver - HUBLOT

"Can you believe how wonderful it will be to use the tradition and to combine this with our today's and tomorrow's visions, using all the means of today in order to transform, improve and develop it? This is the concept and the vision of Hublot watches and the Big Bang is the masterpiece of that fusion."

"The richness of Angola is the fusion of nature, history and culture. The imminent future of this country proves to be in excellent position to play a relevant role in the development of Africa. It is an honour and a privilege to be associated today through an exceptional and exclusive watch to the destiny of Angola, of Africa and the World."



Jean-Claude Biver



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Banco Nacional de Angola

T H E A R T O F F U S I O N

BIG BANG ANGOLA



AdF

Message from President Rui ALVIM de FARIA - AdF PR International

My homeland Angola and the Big Bang Angola is the assignment of the fusion between an African philosophy and the Swiss "know-how". It's the fusion of materials from culture and art that is born and lives through men. This cultural and artistic diversity gets its fusion with the best technology of Swiss watchmaking that symbolises today's Angola.

Being ambassador of Hublot in Angola it's a privilege and an honour to belong to the success of Big Bang Angola in three different shapes: Ceramic, Gold and Platinum.



Rui AdF

ANGOLA

Area: 1,246,700 km²

Population: 11,177,537 (July 1999 est.)

Languages: Portuguese (Official), Umbundu, Kimbundu, Kikongo, Fiote, Chokwé

Major Cities: Luanda (Capital), Huambo, Benguela, Lubango, Lobito, Malange, Kuito, Cabinda

Religious Faiths: Majority Roman Catholic, then indigenous religions

Head of State: José Eduardo dos Santos (MPLA)

GDP (PPP): \$114.6 billion (2008 est.)

GDP - real growth rate: 3-6% (2009 est.)

GDP - per capita (PPP): \$9,100 (2008 est.)

BIG BANG ANGOLA

Political & Administrative Organisation. Angola was a Portuguese colony for some 500 years, having won independence on November 11, 1975. In the wake of a period (between 1977 and 1990) in which a one-party system was in place, the situation began to change after May 1991, with Angola becoming a multi-party democracy. The 1975 Constitution was amended several times, thereby ensuring, since 1992, the pluralism of parties, universal suffrage, broader individual rights and guarantees, and the separation of legislative, executive, and judiciary functions. The Angolan political system is a semi-presidential one, with the President of the Republic, who is head of state and commander-in-chief of the armed forces, being elected by direct and universal vote for a five-year period, renewable up to a maximum of three mandates. The current president of the Republic is José Eduardo dos Santos, who has also taken on the role of head of government since 1998. Legislative power is entrusted to the 233-member National Assembly, elected for a four-year period. For the past 30 years, the Angolan political scene has been dominated by 2 parties – the MPLA (in power) and UNITA. The government holds executive power, with the cabinet accountable to the National Assembly. Judicial power is exercised by the courts. In administrative terms, the country is divided into 18 provinces, run by governors. The 18 provinces are:



Bengo, Benguela, Bié, Cabinda, Kuando Kubango, Cunene, Huambo, Huíla, Kwanza North, Kwanza South, Luanda, Lunda North, Lunda South, Malange, Moxico, Namibe, Uíge, and Zaire. These provinces are subdivided into 164 municipalities, taking in 376 communes and 1,671 village settlements.

Ethnic Groups. Several ethnic groups exist: the Ovimbundu is the most significant group, accounting for some 38% of the population, with the Mbundu (northwest), the second most important, accounting for 23%. In the north live the Bakongo, comprising approximately 13% of the population, while there are other small minorities such as the Lunda-Chokwe (east), Nganguela (south), Cuanhama, Nyaneca and Nkhumbi. Mesticos (Mixed Portuguese & Black African) comprise about 3% of the population.



Geography. Angola lies on the west coast of Africa, between latitude 5° & 18° S and longitude 11° & 24° E. It borders the Republic of Congo to the north, Zambia to the east, Namibia to the south, and the Democratic Republic of Congo to the northeast. The Atlantic Ocean lies to the west. Angola's terrain can be described as falling into three major zones: a narrow coastal plain, expanding to 200 km in places and climbing to an altitude of 400 m, a chain of coastal mountains, and vast plateaus rising to between 1,000 and 2,000 m high. The highest is Mount Moco (2,620 m). The country's main rivers flow down from the interior toward the Atlantic Ocean. Its principal hydrographic basins are the Zaire, the Kwanza and the Cunene, which flow into the Atlantic, and the Zambezi, flowing into the Indian Ocean.



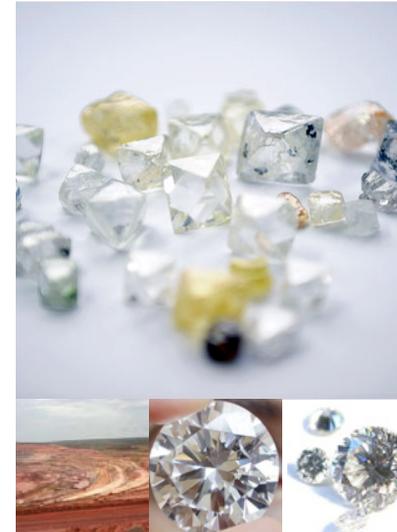
Population. Because of the civil war that ravaged the country for almost 30 years, there has not been an accurate census conducted since the early 1970s. Estimates point to a population ranging from about 12 million to over 16 million inhabitants.

T H E A R T O F F U S I O N

BIG BANG ANGOLA

From 1764 onwards, there was a gradual change from a slave-based society to one based on production for domestic consumption. By 1850 Luanda was a great city, full of trading companies, exporting (together with Benguela) palm and peanut oil, wax, copal, timber, ivory, cotton, coffee, and cocoa, among other products. Maize, tobacco, dried meat and cassava flour also began to be produced locally. The Angolan bourgeoisie was born. Meanwhile, the slave trade was abolished in 1836, and in 1844 Angola's ports were opened to foreign shipping. With regard to the economy, colonial strategy was based on agriculture and the export of raw materials. Trade in rubber and ivory, together with the taxes imposed on the population, brought vast income to Lisbon. Portuguese policy in Angola was modified by certain reforms introduced at the beginning of the twentieth century. The fall of the Portuguese monarchy and a favourable international climate led to reforms in administration, agriculture, and education. With the advent of the New State, extended to the colony, Angola becomes a province of Portugal (Ultramarine Province). The situation appeared calm and stable. But in the second half of the twentieth century, this calm was disrupted by the appearance of the first nationalist movements. More overtly political organisations first appeared in the 1950s, and began to make organised demands for their rights, initiating diplomatic campaigns

throughout the world in their fight for independence. The colonial power, meanwhile, refused to accede to the nationalist's demands, thereby provoking the armed conflict that came to be known as the 'Armed Struggle'. After many years of conflict, the nation gained its independence on 11 November 1975.



Endiama, information about the Company.

The National Diamonds Company of Angola, ENDIAMA E.P is a company of public funds constituted in 1981. It acts with a dual nature: state and entrepreneurial.

In the first aspect, the company was created under the decree No 6/81, by the Commission of the Council of Defence and Security with a fund of 667,897,000.00 Kwanzas at the time, to function as the national concessionary of the mining rights in the diamonds domain.

As a company, the social object of ENDIAMA E.P is prospecting, research, recognition, mining, transforming and diamond trading.

Throughout the last decade, ENDIAMA E.P uses an organisational model with the characteristics of a holding, possessing already many branches and participating with social capital in other companies.

ENDIAMA E.P also extends its activity to business sectors that go beyond diamondiferous mining. Its head office was built in the Angolan capital, Luanda, at Major Kanhangulo street.

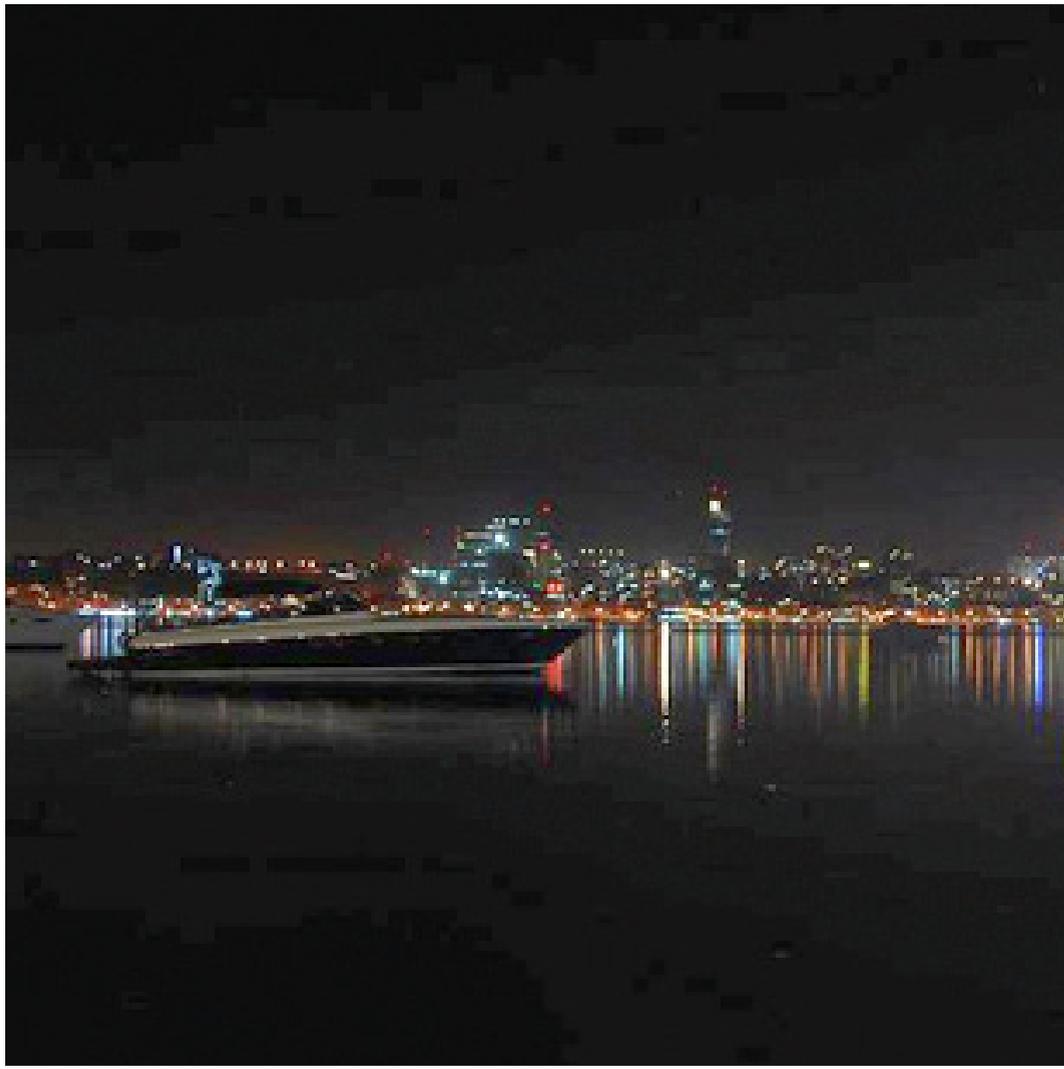
The Head Office.

The headquarters of ENDIAMA E.P are located in a building made up of six floors.

The research, conception, co-ordination and management of its project were under the responsibility of the former Research and Projects Department of ENDIAMA E.P.

This organ was equally in charge of supervising the execution of works.

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T H E A R T O F F U S I O N

BIG BANG **ANGOLA** CERAMIC RED



*Opening of the 2nd module
of «lavaría do catoca»
Mine*



Fusion is the new religion. Tracing out a simple drawing, Jean-Claude Biver passionately explains his vision of “fusion”, the new directional principle of the brand. “Hublot, what is it?” asks the new CEO. “Hublot is the fusion of the earth and the sky, in this case, of rubber that comes from the trees and of gold that comes from the bowels of the earth. This meeting of the sap from the tree and the gold from the mine is Fusion. It is Hublot, and it is its unique reason for being. From now on, this Fusion is our directive, and must be interpreted in all domains: in materials – it doesn’t matter which ones as long as there is a fusion of two elements – and in movements, where the same principle applies, offering a fusion of tradition and savoir-faire inherited from the past with the future, the infinite. Think for a minute what this means. We will never make only traditional, and we will never make only futuristic. We will fuse them both together. Our ambition is to become the reference for fusion in watchmaking. It is our religion. We want to develop this concept of fusion. We want to promote fusion and demonstrate the richness that it conveys. I want to become the Pope of Fusion.”



T H E A R T O F F U S I O N
BIG BANG ANGOLA CERAMIC YELLOW



Big Bang was not named by chance. Representing the brand's revival, it has made its mark since it came out in the sector of sportive watches. With faultless technical specifications, a meticulously studied marketing and pricing position, a long and successful career is shaping up for this latest "enfant terrible" from that magician of watchmaking, Monsieur Jean-Claude Biver.



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BIG BANG **ANGOLA GOLD** LIMITED EDITION



The gold colour in this new Hublot creation seems to merge with the hues of golden sand dunes. The pink gold doesn't sparkle, it blazes, as if all the light had been absorbed and is gently diffused. A new treatment and finishing method inspired by techniques used in the aviation, marine and automotive industries has thus given rise to a brand-new shade of gold. In this Big Bang, Hublot, an expert in the art of fusion, unites the simplicity of natural elements and the complexity of state-of-the-art technologies.



BIG BANG **ANGOLA** PLATINUM LIMITED EDITION OF 11 PIECES

This unique and exclusive edition of 11 pieces of platinum portrait the diamond of Angola as the point of reference in a work of art.

The brilliance of the diamond to the sound of the ticking in the Big Bang Angola Platinum Edition is the perfect fusion and the soul that symbolises Angola.



T H E A R T O F F U S I O N

T H E A R T O F F U S I O N





HUBLOT

GENEVE