

F~~∞~~REVER

NEWS
SMARTWATCHES

Presentation of the 2024 Offer
Smartwatches Forever

2024



AGENDA

FOREVER Smartwatches

-  Smartwatches in 2024 – What Are We Focusing On?
-  New Features – Forever Smartwatches Offer
-  Smartwatches – Product Categories:
 - » Kids watch – tracker
 - » Junior watch
 - » Fashion women
 - » Casual fit women
 - » Casual men
-  Availability and plans for offer development in 2024

Smartwatche Forever



Smartwatches Forever

WHAT WE AIM FOR



Modern technical parameters



Trend-compliant design



Full product portfolio for entire families



Advanced sensors



AMOLED displays with high resolution



Phone call function



Wireless charging



Stable smartwatch connections with phones



OFFER FOR KIDS & JUNIOR SMARTWATCHES

Geared towards the younger customer segment

NEW!



Paw Patrol

Model: KW-60 Paw Patrol

Cartoon heroes on a child's wrist.

Category:
kids



See Me! 3

Model: KW-320

Technology for children to start with.

Category:
kids



Gilbero

Model: KW-700

Round and durable friend for the child.

Category:
kids



Igo Watch 3

Model: JW-500

Intelligent watch for the young generation.

Category:
junior

UNISEX CASUAL FIT OFFER

Smartwatches for women and men



Forevive 5 Mini

Model: SB-360

Feminine elegance,
everyday
functionality.

Category:
female



Forevive 5 Fashion

Model: SB-365

Stylish, jewelry-like,
always
fashionable.

Category:
female



Forevigo 4

Model: SW-330

Design tailored
to an active
lifestyle.

Category:
female



Love Me Slim

Model: SB-306

Fashionable accent,
everyday
comfort.

Category:
female



Grand 2

Model: SW-710

For fashionable
men who keep
up with the times.

Category:
male

KIDS WATCH – PAW PATROL

Model: KW-60 Paw Patrol

Cartoon heroes on a child's wrist



KEY FEATURES AND FUNCTIONALITIES

Product Characteristics



CAMERA

Ability to take photos.



FUNCTIONALITIES FOR CHILDREN.

The smartwatch features a flashlight, games, and a reward system.



CHILD'S CONTACT WITH PARENT

Capability for making calls and exchanging messages.



REMOTE CARE FUNCTIONS

Remote voice monitoring and caregiver access to the camera.



FOR PAW PATROL FANS

The thematic gadget will be the best gift.



SOS BUTTON

Efficient and easy calling for help.

Watch color:





TARGET GROUP

Main

→ **Parents, grandparents, uncles of children aged 4–7**

- » **Inspiring gifts:** Parents, grandparents, and uncles who want to give preschool-aged children an original gift that will not only please them but also stimulate their curiosity.
- » **Family fun:** Family fun: They are family-oriented, enjoy spending time together on games and activities, know their little ones, and watch cartoons with them. They want to bring joy to the children by buying their first watch, which will introduce them to the world of their favorite children's shows.
- » **Fairytale solutions:** Reluctant to buy a mobile phone for their child too early, they look for new solutions to make their lives easier. Therefore, fairytale kids trackers become not only a tool for monitoring the little ones but also an interesting gadget that integrates with the children's interests, making wearing it a positive experience.



TARGET GROUP

Complementary

→ Children aged 4–7

- » **Characteristics:** Characteristics: Children aged 4 to 7 who want to wear a watch with characters featuring beloved heroes known from the TV screen or tablet.
- » **Child's fairytale world:** Typically preschoolers, they are fascinated by the colorful world of their favorite cartoons. They see the characters on the screen not only as a source of entertainment but also as friends they would like to have with them at all times.
- » **Fast learning:** In this audience, there is also a dominant ability for quick content assimilation and unrestricted imagination.
- » **Child's development:** They willingly participate in various activities, and a watch with characters from the Paw Patrol cartoon is not just a smartwatch for them but also an element that stimulates the development of imagination.



KIDS WATCH – SEE ME! 3

Model: KW-320

Technology for kids from the start.



KEY FEATURES AND FUNCTIONALITIES

Product Characteristics



CAMERA

Capability to take and send photos.



DEDICATED APPLICATION

Facilitates the use of specific functionalities.



FACE UNLOCK

Face unlock – convenience and security.



REMOTE CARE FUNCTIONS

GPS/LBS/Wi-Fi location, geofencing, remote access to the smartwatch.



CHILD-PARENT CONTACT

Video calls, voice calls, and messages.

Watch color:





TARGET GROUP

Main

→ Parents of children aged 4–7

- » **Characteristics:** They have children aged 4 to 7, are professionally active, and reside in small, medium, and large cities.
- » **Communication:** They want to be in constant contact with their child, pick them up from school, from extracurricular activities, inform them if they'll be a little late, or check their child's current location.
- » **Remote care:** They want to take care of their child even when they are out of sight, be able to hear and see what's happening around the little one, and know their exact location.
- » **Awareness:** They are reluctant to give their child a mobile phone too early, seeking new solutions that make their life easier and help in taking care of the child, such as kids trackers.
- » **Price:** They expect a favorable price in relation to quality.



TARGET GROUP

Complementary

→ Grandparents, uncles, and aunts of children aged 4–7

- » **Informed gifts:** Family members who ask parents what to buy for their child as a gift. They want to avoid misguided purchasing decisions..
- » **Continuous contact:** They are family-oriented, enjoy spending time with children, and want to be in constant contact with them, especially if they live far away and don't see the children every day.
- » **Well-chosen surprises:** They prefer practical gift solutions, such as for birthdays, name days, communions, and other occasions. They want to give a stylish, valuable gift that will serve as a functional accessory in the family.
- » **Recommendations from close ones:** They often decide to purchase a technological gadget or watch if someone from their immediate surroundings recommends such a product.



KIDS WATCH – GILBERO

Model: KW-700

Round and durable companion for your child.



KEY FEATURES AND FUNCTIONALITIES

Product Characteristics



CAMERA

Capability to take and send photos.



YOUTHFUL STYLE

Round, aluminum, and lightweight, with a modern design.



CHILD-PARENT COMMUNICATION

Video calls, voice calls, and messages.



FACE UNLOCK

Facial recognition for convenience and security.



REMOTE CARE FUNCTIONS

GPS/LBS/Wi-Fi location tracking, geofencing, remote access to the smartwatch.



SOS BUTTON

Efficient and easy call for help.

Watch color:





TARGET GROUP

Main

→ Parents of children aged 4–9

- » **Characteristics:** They have children between the ages of 4 and 9, are professionally active, and live in small, medium, and large cities.
- » **Tech-savvy:** Familiar with technological innovations, they themselves use smartwatches, health monitoring apps, and physical activity apps.
- » **Keeping up with the times:** They like gadgets and are willing to buy the first smartwatch for their child, one that looks modern and provides the child's first contact with wearable electronics.
- » **Constant contact:** They believe that a phone for the child is still too early, but they want to stay in touch with their little one. The ability to contact the child at any time, for example, when they finish an activity, gives them a sense of control and security.
- » **Remote care:** They want to take care of the child even when it is out of their sight, to be able to hear and see what is happening around the little one, and to know the exact location of their child.



TARGET GROUP

Complementary

→ Grandparents, uncles, and aunts of children aged 4–9

- » **Conscious gifts:** family members who want to buy a fashionable and attractive watch as a gift for a child, helping the child's parents take care of their safety and facilitating communication between them.
- » **Conscious consumers:** professionally active, keeping track of technological novelties, residing in small, medium, and large cities.
- » **A hit surprise:** they willingly support the development of family members and buy gadgets, for example, for birthdays, name days, communions, and other occasions, because they want to give gifts that are fashionable and in trend. Personally, they feel quite modern.
- » **Recommendations from close ones:** they often decide to purchase a technological gadget or smartwatch if someone from their closest circle recommends such a product.



JUNIOR WATCH – IGO WATCH 3

Model: JW-500

Smartwatch for the Young Generation



KEY FEATURES AND FUNCTIONALITIES

Product Characteristics



RECTANGULAR CASE

In line with trends, featuring a large and comfortable display.



NOTIFICATIONS

Phone and mobile app notifications.

Watch color:



STYLISH AND COLORFUL

A wide range of colors to match the user's taste.



ALUMINUM CASE

Lightweight and resistant to damage.



MULTIMEDIA

Remote photo capture and sleep monitoring.





TARGET GROUP

Main

→ Teenagers aged 9–14

- » **Young imitators:** they want to have what is currently in use – their own smartphone, technological gadgets, a tablet, to imitate their parents and peers, so-called „little, modern adults.”
- » **Fashionable and up-to-date:** thanks to social media, including TikTok, they are well-versed in aesthetics and trends promoted by global fashion and technology brands such as Nike, Apple, Samsung, Adidas. They want to be up-to-date, colorful, and fashionable.
- » **Global citizens:** well-oriented in the world, they attend various extracurricular activities such as soccer, ballet, dance, various sports, or language learning. Therefore, they enthusiastically use the functions of activity-tracking apps and communicators.
- » **Cultivating the trend of being fit:** they are recipients of the loud message from influencers promoting a healthy lifestyle, they are active, and interested in sports.



TARGET GROUP

Complementary

→ Parents of teenagers aged 9–14

- » **Characteristics:** parents of children aged 9 to 14, professionally active, residing in small, medium, and large cities.
- » **Technologically aware:** familiar with technological innovations, they use smartwatches, tablets, health monitoring apps, and engage in physical activities themselves.
- » **Fashionable and stylish:** they like gadgets and are willing to purchase a smartwatch for their child that looks modern, brings joy to the child, and ensures acceptance among peers.
- » **Budget-conscious:** the decisive criterion in choosing such products is the price.



FOREVIVE 5 MINI

Model: SB-360

Feminine elegance, daily functionality



KEY FEATURES AND FUNCTIONALITIES

Product Characteristics



WIRELESS CHARGING

Solution for users valuing convenience and modernity.



EXTRA FUNCTIONALITY

Health and activity monitoring, daily assistant.



ELEGANT, ORNAMENTAL, SMALL

Ideal accessory for evening outings and everyday attire.



AMOLED DISPLAY

Active matrix with true black depth and intense colors.



BLUETOOTH CALLING

Making calls without taking the phone out of the pocket.

Case color:





TARGET GROUP

Main

→ Women aged 30–40

- » **Characteristics:** fashion-forward, professionally active women or young mothers, residing in small, medium, and large cities, paying attention to the appearance and aesthetics of the product.
- » **Informed consumers:** they seek a beautiful, lightweight, ornamental, small smartwatch that fits a delicate wrist and becomes their daily functional assistant.
- » **Keeping up with trends:** despite a lack of extensive knowledge about technology, they are looking for smartwatches in the market with a clear display, fast charging, and calling features because in their daily lives, they have a multitude of responsibilities.
- » **Practical decision-makers:** they appreciate high-quality products at a reasonable price.

FOREVIVE 5 FASHION

Model: SB-365

Stylish, jewelery-like, always fashionable



KEY FEATURES AND FUNCTIONALITIES

Product Characteristics



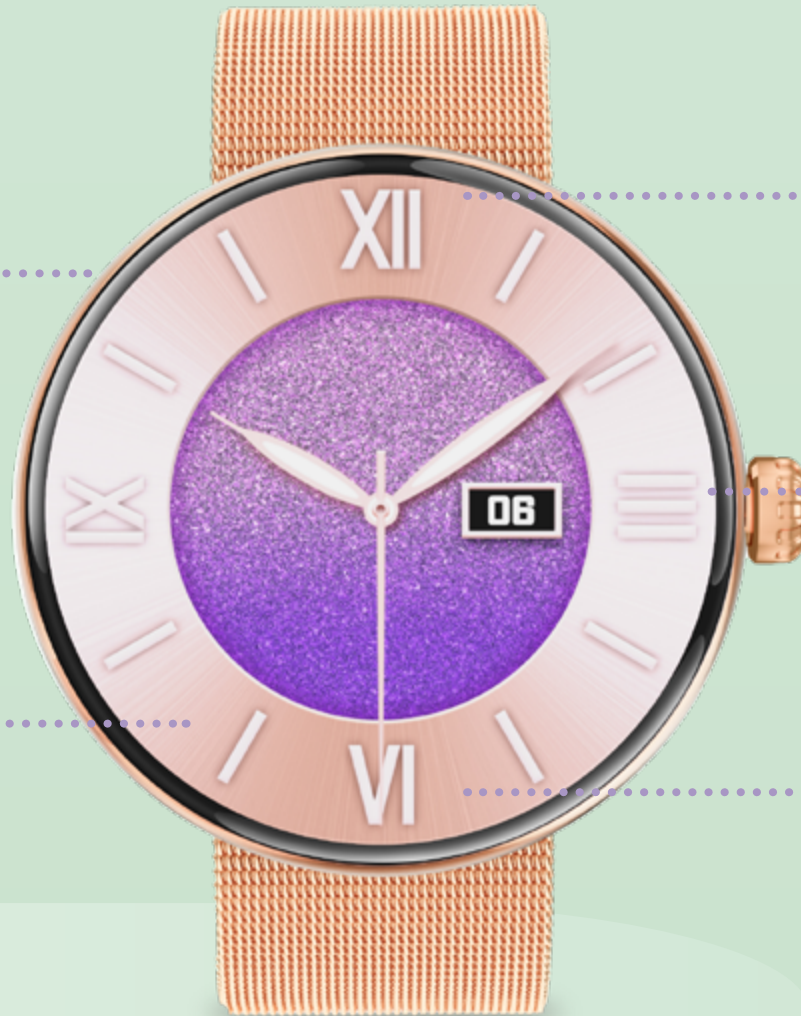
WIRELESS CHARGING

Solution for users who value convenience and modernity.



ELEGANT AND FEMININE

Ideal accessory for evening outings and everyday attire.



AMOLED SCREEN

Active matrix with true black depth and intense colors.



BLUETOOTH CALLING

Making calls without taking the phone out of the pocket.



EXTRA FUNCTIONALITY

Health and activity monitoring, daily assistant.

Case color:





TARGET GROUP

Main

→ Mature women aged 40–50

- » **Characteristics:** professionally active, mature, confident women who pay attention to the visual aspect, value elegance, and emphasize their femininity with accessories.
- » **Informed consumers:** they seek a beautiful, fashionable, ornamental smartwatch with a jewelry-like frame that will become their daily functional assistant.
- » **Keeping up with trends:** they value style and good solutions, so they are looking for women's smartwatches in the market with a clear display, fast charging, and calling feature, as in their daily lives, they want to be efficient and look good.
- » **Practical decision-makers:** they seek high-quality products at a reasonable price.

FOREVIGO 4

Model: SW-330

Design tailored to an active lifestyle



KEY FEATURES AND FUNCTIONALITIES

Product Characteristics



WIRELESS CHARGING

A solution for users who value convenience and modernity.



FOR HEALTH AND ACTIVITY

Sport modes and health monitoring features.



MENSTRUAL CALENDAR

Practical monitoring of the menstrual cycle.



ELEGANT AND STYLISH

Ideal for workouts, everyday wear, and evening outings.



METAL CASE

Lightweight, provides durability and protection against damage.



BLUETOOTH CALLING

Making calls without taking the phone out of the pocket.

Case color:





TARGET GROUP

Main

→ Active women aged 25–40

- » **Characteristics:** women who prioritize health and an adequate amount of physical activity.
- » **Ambitious women:** living at a fast pace, they need a watch that can meet their daily demands.
- » **Informed consumers:** they pay attention to the price, quality, and technical parameters of electronic devices, such as charging speed, sports modes, and display.
- » **Sporty and active:** they seek a watch that will help them maintain a healthy lifestyle—as a daily assistant, supporting them in maintaining healthy practices, providing motivation, and monitoring their health status.
- » **Practical decision-makers:** they value ergonomic solutions and functional design; therefore, wearable electronics for them should seamlessly blend with everyday, casual, and sporty attire.

LOVE ME SLIM

Model: SB-306

Fashionable touch, everyday comfort



KEY FEATURES AND FUNCTIONALITIES

Product Characteristics



SMALL – SUPER SLIM 8 MM

Elegant and subtle, perfectly complementing feminine wrists.



ELEGANT AND FEMININE

An ideal addition to everyday attire, emphasizing taste and style.

Case color:



5 ATM WATERPROOF

Freely use the watch during daily activities, regardless of weather or activity.



AMOLED SCREEN

Active matrix with true black depth and intense colors, perfectly readable.



EXTRA FUNCTIONALITY

Health and activity monitoring, daily assistant.





TARGET GROUP

Main

→ Modern women aged 18–40

- » **Characteristics:** fashionable, elegant women who pay attention to the appearance and aesthetics of the product.
- » **Informed consumers:** they seek a subtle, lightweight, small smartwatch that fits a delicate wrist and becomes their everyday, functional assistant, complementing their daily stylings.
- » **Elegant accessory:** smartwatches primarily serve as jewelry, acting as a stylish accessory; sports features are less essential for them.
- » **Modern women:** although the technological aspect is less significant, they value modern products that make their lives easier, so an AMOLED display and the ability to make calls through the watch are desirable for them.
- » **Keeping up-to-date:** they often search for product information and recommendations online—fashion websites, Instagram, Youtube—compare offers, are responsive to advertising messages, and influenced by the power of influencer suggestions.

GRAND 2

Model: SW-710

For fashionable men who keep up with the times



KEY FEATURES AND FUNCTIONALITIES

Product Characteristics



WIRELESS CHARGING

A solution for users who value convenience and modernity.



METAL WITH A STURDY BRACELET

Provides durability and protection against damage, stainless.



MASCULINE, STYLISH, AND TRENDY

The design reflects modern fashion trends, making it suitable for any elegant outfit.



BLUETOOTH CALLING

Making calls without taking the phone out of the pocket.



EXTRA FUNCTIONALITY

Health and activity monitoring, daily assistant.

Case color:





TARGET GROUP

Main

→ Fashionable men aged 30–40

- » **Characteristics:** A fashionable man who pays attention to appearance and product aesthetics.
- » **Fashion follower:** Selects accessories for his style, including smartwatches, to keep up with trends, but values classic solutions, so a solid, metal bracelet is a good visual choice for the watch strap.
- » **Conscious consumer:** Pays attention to price, quality, and the capabilities offered by electronic devices. However, the sports aspect is not crucial for him. In wearable electronics, appearance, style, and functionality matter more.
- » **Practical decision-maker:** Likes comparisons, tests, technological blogs, tutorials. Therefore, he buys proven products that allow him to manage time more efficiently and improve his functioning in life.



AVAILABILITY AND PLANS FOR THE DEVELOPMENT OF THE OFFER FOR 2024

FOREVER
Smartwatches

MODELS PREMIERE

KW-60 SB-306
Paw Patrol SB-360
KW-320 SB-365
JW-500 SW-330
SW-710



MODELS PREMIERE

KW-520
SW-330
SB-1013H



Q1

Q2

Q3

Q4

MODELS PREMIERE

KW-700
SB-370
5 SPORT



MODELS PREMIERE

G-05
SB-1436H



SUMMARY

FOREVER Smartwatches

- » Our first-quarter 2024 offering represents **the perfect blend of value and quality at an excellent price.** It consists of products with advanced features, solid construction, and competitive technical parameters.
- » **The watches align with the latest trends** while meeting customer expectations at every stage of life. They boast some of the best technical parameters in terms of sensors and displays, competing with Segment B brands. **Our devices are comparable to Class A brand watches.**
- » Most offered models are equipped with **Bluetooth Calling** technology, allowing for phone calls through the watch. This eliminates the need to use the phone during activities or while driving.
- » In both women's and men's offerings, convenient **wireless charging** is available, allowing users to move away from cumbersome 2 and 4-pin cables and ensuring **fast charging.** Simply place the watch on the wireless charger, and the device will initiate the charging process on its own.

Smartwatches Forever



FOREVER

THANKS

