

AUDEMARS PIGUET

Le Brassus

Audemars Piguet's platinum Royal Oak Chronograph Leo Messi N°10 Auctioned by Sotheby's Geneva



Audemars Piguet offers philanthropist collectors and dedicated football fans a chance to bid for the platinum Royal Oak Chronograph Leo Messi bearing number 10. In Sotheby's upcoming spring sale to be held on May 11th 2013 in Geneva, this exceptional model will be put up for auction on behalf of the Leo Messi foundation.

This is the piece collectors have been eagerly awaiting since the launch of the Royal Oak Leo Messi limited series with its tantalum bezel and steel, pink gold or platinum case. Its 41 mm diameter gives it a generous and modern appearance without any trace of ostentation. Its pure and elegant dial does not bear the Royal Oak collection's characteristic "tapisserie" motif, instead featuring a deep blue shade graced with white gold hour-markers for the 100-piece platinum limited edition.

An Audemars Piguet ambassador since 2010, Leo Messi proudly bears the number 10 on his jersey both in the Argentinean national team and in his adoptive club where he has been playing since the age of 13. Acknowledged as the world's best football player for the past four years and the holder of several records, in 2012 Leo Messi notably achieved the remarkable performance of scoring 91 goals in 69 matches.

Admirers of the soccer legend of our time will be able to bid on lot no. 110 in the auction. The funds thus raised will be entirely donated to the Leo Messi Foundation that strives to help underprivileged children and offer them a chance to fulfil their dreams.

For him, “any initiative that supports the projects developed by the Foundation has my full backing and my sincere gratitude, because thanks to the donations that are raised, we daily seek to restore hope and a reason to smile to children battling adversity. The funds raised during this charity auction will allow us to rehabilitate the Children Public Hospital in my home city of Rosario”.

On show in Hong Kong (from April 3rd to 8th) and in London (from April 12th to 15th), and then in Sotheby’s Zurich (from May 2nd to 3rd) and Geneva (from May 9th to 10th) offices, the Royal Oak Leo Messi number 10 in platinum will be presented for the first time on a rubber strap. It will be accompanied by an autographed T-shirt as well as the original sketch of the watch signed by the player and by Audemars Piguet’s Chief Artistic Officer, Octavio Garcia. Moreover, the fortunate top bidder for this lot will enjoy the exceptional opportunity to watch a football match of Barcelona as well as to meet the legendary footballer in person.

The sale’s e-catalogue will be available on www.sothebys.com from 12 April 2013

To buy a catalogue or download the iPad application, please visit:

<http://www.sothebys.com/en/catalogues/buybrowse.html>

Follow the behind the scenes of the launch of the Royal Oak Chronograph Leo Messi in Barcelona here: <http://youtu.be/IMDIHQOpCZk>

Royal Oak Leo Messi Limited Edition

Platinum 41 mm case, tantalum bezel, glareproofed sapphire crystal. Screw-locked crown. Water-resistant to 50m. Platinum case-back engraved with the inscriptions “ROYAL OAK LIMITED EDITION” and “LEO MESSI”, numbered 10/100.

Dark blue satin-brushed dial, applied hour-markers, white gold *Royal Oak* hands with luminescent coating.

Black rubber strap with platinum AP folding clasp, second hand-sewn strap in dark blue crocodile leather with large square scales.

Manufacture Calibre 2385, selfwinding

Total diameter: 26.20 mm (11 ½ lines)

Thickness: 5.50 mm

37 jewels

304 parts

Minimum power reserve: approx. 40 hours

Cadence of the balance: 21,600 vibrations/hour (3Hz)

Adorned with Côtes de Genève and circular-grained

Rhodiumed

Monobloc 18-carat gold oscillating weight

Audemars Piguet

Audemars Piguet is the oldest fine watchmaking manufacturer still in the hands of its founding families (Audemars and Piguet). Since 1875, the company has written some of the finest chapters in the history of *haute horlogerie*, including a number of world firsts. In the Vallée de Joux, at the heart of the Swiss Jura, numerous masterpieces are created in limited series embodying a remarkable degree of horological perfection, including daring sporty models, classic and traditional timepieces, splendid ladies' jewellery-watches, as well as one-of-a-kind creations.

www.audemarspiguet.com

Leo Messi Foundation

The Leo Messi Foundation stems from an initiative launched by Leo Messi with the support of his family and striving to ensure that children around the world enjoy equal opportunities to make their dreams come true. Since 2007, it has been working tirelessly to accomplish its mission on behalf of children and adolescents whose health is at risk. Whether on a national or international level, the projects conducted by the Foundation all focus on education and health, particularly the battle against childhood cancer and Chagas disease.

"I reached my dream of becoming a footballer and I want you to know that I fought hard to get here and that I have to fight even harder to keep it up. Today, I want to use my own efforts and my own success to help the most needy children, because it daily moves me to see a child smile, when he thinks there is hope or when I see that he feels happy. That is why we decided to create the Leo Messi Foundation and I will keep fighting to make children happy with the same enthusiasm and dedication that drive me in pursuing my football career."

www.fundacionleomessi.org

Sotheby's

Sotheby's has been uniting collectors with world-class works of art since 1744. Sotheby's became the first international auction house when it expanded from London to New York (1955), the first to conduct sales in Hong Kong (1973) and France (2001), and the first international fine art auction house in China (2012). Today, Sotheby's presents auctions in 10 different salesrooms, including New York, London, Hong Kong and Paris, and Sotheby's BidNow program allows visitors to view all auctions live online and place bids in real-time from anywhere in the world. Sotheby's offers collectors the resources of Sotheby's Financial Services, the world's only full-service art financing company, as well as private sale opportunities in more than 70 categories, including S|2, the gallery arm of Sotheby's Contemporary Art department, as well as Sotheby's Diamonds and Sotheby's Wine. Sotheby's has a global network of 90 offices in 40 countries and is the oldest company listed on the New York Stock Exchange (NYSE).

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