

HORAVIS
BIENNE · SUISSE

The company watch.

Like a company car: assigned to the role, simply declared, and it comes back if the executive leaves.

Horavis, Biel/Bienne — presentation for your management · Version of 20.11.2026

THE PROBLEM

A bonus melts into the salary. A key executive is costly to replace.

- A senior executive's bonus: ≈ CHF 37,000 to 148,000 (Kienbaum 2024; FSO, earnings 2024 (banks)).
- Private banks: up to 30% of client assets follow a wealth manager who leaves (finews.ch).
- A watch given as a gift leaves with the executive on the day they resign.



OUR ANSWER

A fine watch, for the role, not the person.

- The company rents; the executive wears; the watch stays with the company.
- Authenticity checked and condition photographed in Biel/Bienne; servicing included.
- A monthly rent, a company expense: nothing to buy, nothing to resell.

COMPARE

What the executive declares, per year.

	COMPANY CAR, CHF 70,000 EXCL. VAT	GOLDEN KEY, CHF 240-290 / MONTH
Amount to declare	CHF 7,560	CHF 3,113 to 3,762
If the executive leaves	The car comes back	The watch comes back
Day to day	A work tool	A visible distinction

About half as much to declare. Salary certificate guide 2026 (FTA); rent incl. VAT.
Estimate, to be confirmed by your accountant (fiduciary).

THE OFFERS

Five ways to begin.

OFFER	FOR	PRICE EXCL. VAT
Meeting Case	3 watches in the safe, lent for a meeting	CHF 690 / month (trial: 550)
Golden Key	One company watch per key executive	CHF 240 to 290 / month
Trophy	The best salesperson, three months, then the next	CHF 390 / month
Guardian	A piece from a higher range for a key wealth manager	≈ 2.8% of the value / month
Anniversary	A gala evening, then a Trophy	CHF 2,500 per gala



THE MEETING CASE

The simplest way to begin.

- Three watches in a locked case, in the company safe.
- They leave for a meeting noted in the register, and come back the same day.
- Under these conditions, in principle no taxable benefit: to be confirmed by your accountant (fiduciary) or by a tax ruling, which we prepare with you.

THE CONTRACT

Everything in writing.

- 12 months fixed, then 3 months' notice.
- Included: servicing, change of model, change of wearer.
- Borne by the company: loss, theft and breakage under a scale set in advance; a security deposit.
- Prohibited: engraving the watch, resale, pledging.

THE PROCESS

Six steps.

1. The request, online.
2. A written proposal within 1 working day.
3. A credit check.
4. The framework agreement.
5. Handover in a presentation case, with a signed condition report.
6. Exchange, change of wearer or handback, with a handback report signed the same day.



TO BEGIN

Three watches, three months.

The Case on trial, CHF 550 per month excl. VAT.
Then you decide.

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