



ZENITH WELCOMES ITS NEWEST BRAND AMBASSADOR, XIAO ZHAN

Shanghai, July 12, 2021: Zenith is delighted to welcome sensational Chinese actor and singer Xiao Zhan as its newest brand ambassador,

From early aspirations of venturing into art to becoming an inspiration to many, Xiao Zhan is a shining example of what it means to rise to the occasion when it's time to reach your star and always outperform yourself to achieve greater goals and accomplish the impossible. The acclaimed actor and singer is an inspiration and role model to countless youth in and out of China, where he is often the top-ranking and most engaging celebrity on platforms such as Weibo. He sets an example by striving for achievement and giving back to worthy causes, such as donating medical equipment during the Covid-19 pandemic.

Whether it's his acting career or his ongoing musical projects, Xiao Zhan addresses every challenge with positivity and perseverance to constantly push himself. His faith, passion and drive have catapulted him to becoming a highly regarded and influential voice in Chinese popular culture. Xiao Zhan is always looking for new challenges to broaden his scope as an actor and sharpen his skills.

It is this spirit of constantly seeking to outperform oneself and break boundaries to reach new stars that make him the perfect ambassador for Zenith and its "Time To Reach Your Star" motto. This is also embodied by the DEFY Extreme collection that combines industry-leading performance and precision into a resolutely modern package, made for exploring unknown horizons and charting one's own path.

Discussing the partnership, Zenith CEO Julien Tornare said: *"We are delighted to welcome Mr. Xiao Zhan to the Zenith family. Undaunted by challenges, he has always pushed himself in his career, and the same can be said for Zenith. Breaking down boundaries to forge ahead, Zenith will partner with its new brand ambassador Xiao Zhan to embrace the future together with the spirit of Time To Reach Your Star."*

Xiao also shared: *"It is my pleasure to be the Brand Ambassador of Zenith, a brand possessing a history spanning over 150 years. We both share a drive to always do better; to always deliver more out of ourselves and break boundaries. It is the devotion and persistence on excellence in watchmaking that drives Zenith to unceasingly surpass itself, just like I try to do in all my endeavors. Together with Zenith, I will continue to pursue my dream - against all odds."*



ZENITH: TIME TO REACH YOUR STAR.

Zenith exists to inspire individuals to pursue their dreams and make them come true – against all odds. Since its establishment in 1865, Zenith became the first watch manufacture in the modern sense of the term, and its watches have accompanied extraordinary figures that dreamt big and strived to achieve the impossible – from Louis Blériot’s history-making flight across the English Channel to Felix Baumgartner’s record-setting stratospheric free-fall jump. Zenith is also highlighting visionary and trailblazing women – past and present – by celebrating their accomplishments and creating in 2020 its first-ever collection dedicated entirely to them, Defy Midnight.

With innovation as its guiding star, Zenith features exceptional in-house developed and manufactured movements in all its watches. Since the creation of the El Primero in 1969, the world’s first automatic chronograph calibre, Zenith has gone on to master fractions of the second with the Chronomaster Sport and its 1/10th of a second precision and the DEFY 21 with a precision of 1/100th of a second. Zenith has been shaping the future of Swiss watchmaking since 1865, accompanying those who dare to challenge themselves and break barriers. The time to reach your star is now.