



A RISING STAR IN THE NEW ERA OF TENNIS: ZENITH WELCOMES FRANCISCO CERÚNDOLO AS ITS NEWEST "FRIEND OF THE BRAND"

Le Locle, July 24, 2023: ZENITH is delighted to count rising tennis star Francisco Cerúndolo among its roster of accomplished and inspiring "Friends of the Brand".

In a very short time span, the young Argentine tennis player has made quite a name for himself as one of tennis' new generation of top-tier contenders. Always up for a challenge yet incredibly composed and courteous, Francisco Cerúndolo's ability to serve a dynamic performance while keeping his cool no matter how tough the game gets, has made him a relatable and adored figure in the sport. Embodying ZENITH's Time to Reach Your Star philosophy, Cerúndolo is living out his dream by consistently outdoing himself in the face of adversity.

As a ZENITH friend of the brand, Francisco Cerúndolo highlights the brand's commitment and growing presence in Latin America. Already well on his way to reaching his star in the world of tennis, Cerúndolo resonates with a new generation of passionate watch-lovers in the region who are also living out their passions and aspirations.

Sharing his excitement about joining ZENITH, **Francisco Cerúndolo** remarked, *"I am honored to become a 'Friend of the Brand' for ZENITH. It is a dream come true to be associated with a legendary Swiss watch manufacturer that embodies innovation, precision, and a drive to reach new heights. It was incredible to discover ZENITH's manufacture in Le Locle and observe the timeless craftsmanship and commitment to excellence. These values resonate deeply with my own values as a professional athlete."*

After hosting Céruñdolo at the Manufacture in Le Locle, **Julien Tornare**, CEO of ZENITH, shared: *"We couldn't be more thrilled to have Francisco Cerúndolo join the ZENITH family. To come across someone who is not only exceptionally skilled, but also humble and down-to-earth is a truly rare thing. While there's no question about his talents and potential as one of tennis' most promising young players, Francisco stands out by demonstrating just how important it is to remain true to yourself and your values when you're on the path to reach your star. This is what ZENITH is all about, and we couldn't be prouder of having someone like Francisco representing ZENITH as he makes his mark on the world of tennis."*

Hailing from the Argentinian capital of Buenos Aires and born into a family of athletes and devoted tennis fans, Francisco Cerúndolo discovered his love for the game at a young age and embarked on a journey that would forge his destiny. With a relentless work ethic and firm focus, he quickly rose through the ranks, gaining recognition as one of the most promising talents in the sport. In 2022, at the age of 23, Cerúndolo won his maiden ATP Tour title last year in Båstad, propelling him into the international spotlight. A year later, Cerúndolo is clearly proving that he's a force to be reckoned with. His second title win in Eastbourne marks the first time than an Argentinian has won a title on a grass court since 1995. This monumental victory was swiftly followed by his first win at the Wimbledon Championships.

Cerúndolo continues to make waves in the tennis world, captivating fans with his dynamic style of play and exceptional performances. Renowned for his powerful groundstrokes, strategic game, and adaptability to different playing conditions, he has earned a reputation as a fierce yet respectful competitor both on and off the court. Cerúndolo's unwavering dedication, combined with his natural



talent and fierce competitive spirit, perfectly aligns with ZENITH's commitment to keep pushing boundaries and overcoming obstacles to achieve greatness.

As a "Friend of the Brand", Francisco Cerúndolo joins ZENITH's esteemed circle of exceptional and accomplished individuals who embody the spirit of innovation and a passion for excellence. Together, they embark on a shared journey of human values and experiences, exemplifying the true essence of ZENITH's philosophy – Time To Reach Your Star.



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 vertically integrated Swiss watch manufacture, 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 by celebrating their accomplishments and creating the DREAMHERS platform where women share their experiences and inspire others to fulfil their dreams.

With innovation as its guiding star, ZENITH exclusively features 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 high-frequency precision and offers time measurements in fractions of a second, including 1/10th of a second in the Chronomaster collection and 1/100th of a second in the DEFY collection. Because innovation is synonymous with responsibility, the ZENITH HORIZ-ON initiative affirms the brand’s commitments to inclusion & diversity, sustainability and employee wellbeing. ZENITH has been shaping the future of Swiss watchmaking since 1865, accompanying those who dare to challenge themselves and reach new heights. The time to reach your star is now.