

Fact Sheet

Chrono24 was founded in 2003 and has since become the world's leading marketplace for new and pre-owned luxury watches. Every day, close to **400 employees** in Karlsruhe, Berlin, New York, and Hong Kong bring together commercial dealers, private sellers, and watch enthusiasts from around the world.



Nearly **500,000** listings from over **120** countries



Innovative applications and services

- ✓
- ✓ Virtual Showroom
- ✓ Auctions
- ✓
- ✓ Price comparisons &



25% growth – **9 million** unique visitors per month – **\$2.4 billion** in annual transaction volume



3,000 commercial dealers and **20,000** private sellers



- ✓ Trusted Checkout
- ✓ Buyer Protection
- ✓ Screened & approved dealers
- ✓ Customer service in **15** languages



Available in **22** languages



The digital home for watch enthusiasts across the globe

* As of January 2021

Did you know ...

45%

of users visit Chrono24 several times a week

\$ 9,000

The average sales price on Chrono24 is around \$ 9,000

77%

of users have never tried on the watch they're looking for