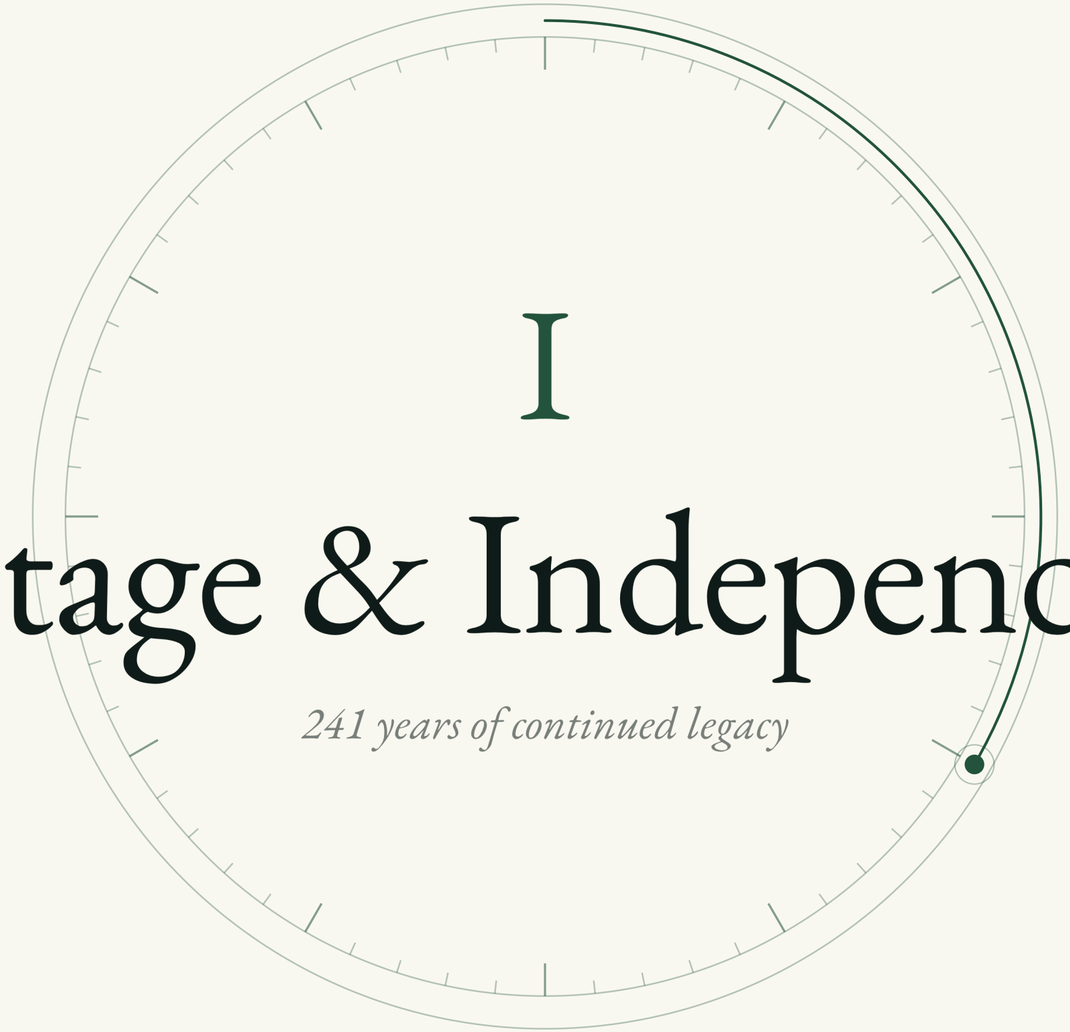

Bixler's®
1785
1785



Bixler's®

1785

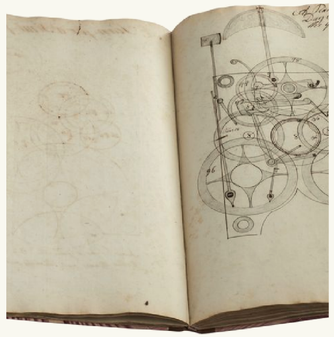
AMERICA'S OLDEST CONTINUOUSLY OPERATED FAMILY JEWELRY STORE



I

Heritage & Independence

241 years of continued legacy





EASTON, PENNSYLVANIA · 1785

Older Than the U.S. Constitution.

Christian Bixler III, master clockmaker and veteran of the Revolutionary War, opens his workshop in Easton, Pennsylvania.





1785 1825 1934 1979 2024 2027







1825

An Independent Family Legacy

His son Daniel carries on. America's oldest continuously operated family jewelry store is born.









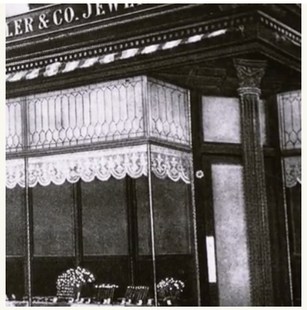


1934

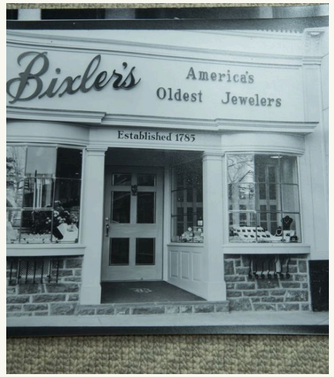
Turning Craft into Community

In the Great Depression, part of the workshop becomes a library for the town.





1785 1825 **1934** 1979 2024 2027





1979

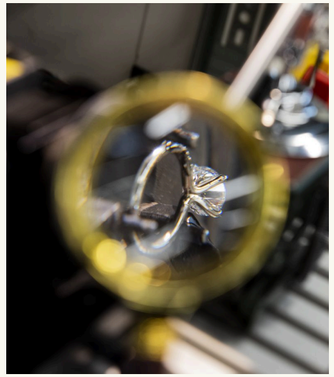
Perry Buys Bixler's

Perry Sporn acquires Bixler's and moves its making to an atelier in Montreal.









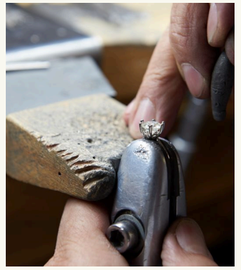


2020-2024

A Certified Atelier

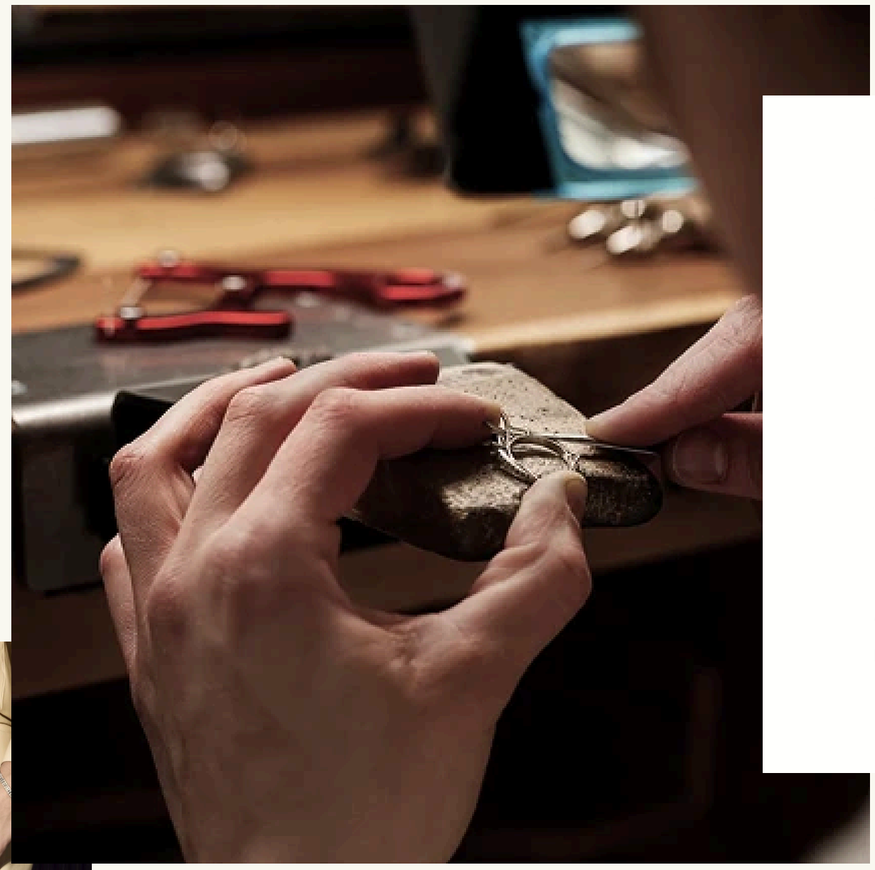
The atelier is certified by the Responsible Jewellery Council.











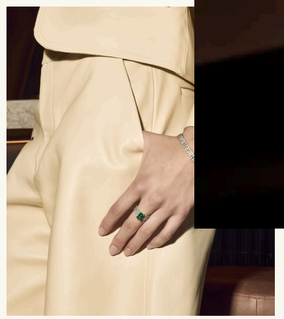
2027

The Bixler's Foundation

Bixler's becomes a not-for-profit foundation: independent, family-guided, and dedicated to keeping the artisan's hand alive.

"Since 1785, we've celebrated human hands making beautiful objects. This is our heritage, and this is our future."

PERRY SPORN, CEO







1785 1825 1934 1979 2024 2027

II

The Next Chapter

A new house, with Rolex at its heart

OUR INVITATION

A Legacy to Share. A Chapter to Build.

We would be honoured to welcome Rolex into the next chapter of Bixler's.



THE HOUSE

More Than a Store. An Experience Center.

A boutique you visit. A museum you remember.




Bixler's
1785
ROLEX
WATCH REPAIR
SERVICE • RESTORATION • A HIGHER STANDARD

THE HEART OF THE HOUSE

The Rolex Corner

01 A dedicated Rolex Corner within the Bixler's boutique.

02 Rolex, visible from the street.



Bixler's®

THE MUSEUM

241 Years on Show.

01 The house's heritage since 1785, on the floor above the boutique.

02 Original clocks and books, Bixler's watches and milestones.



Bixler's®

THE MUSEUM

241 Years on Show.

01 The house's heritage since 1785, on the floor above the boutique.

02 Original clocks and books, Bixler's watches and milestones.

03 By evening, an event room for private VIP events, its bar among the collection.



Bixler's®

THE ROLEX SERVICE CENTER

A Watchmaker Behind Glass.

At work in full view of our clients.



THE ADMINISTRATION

The House at Work.

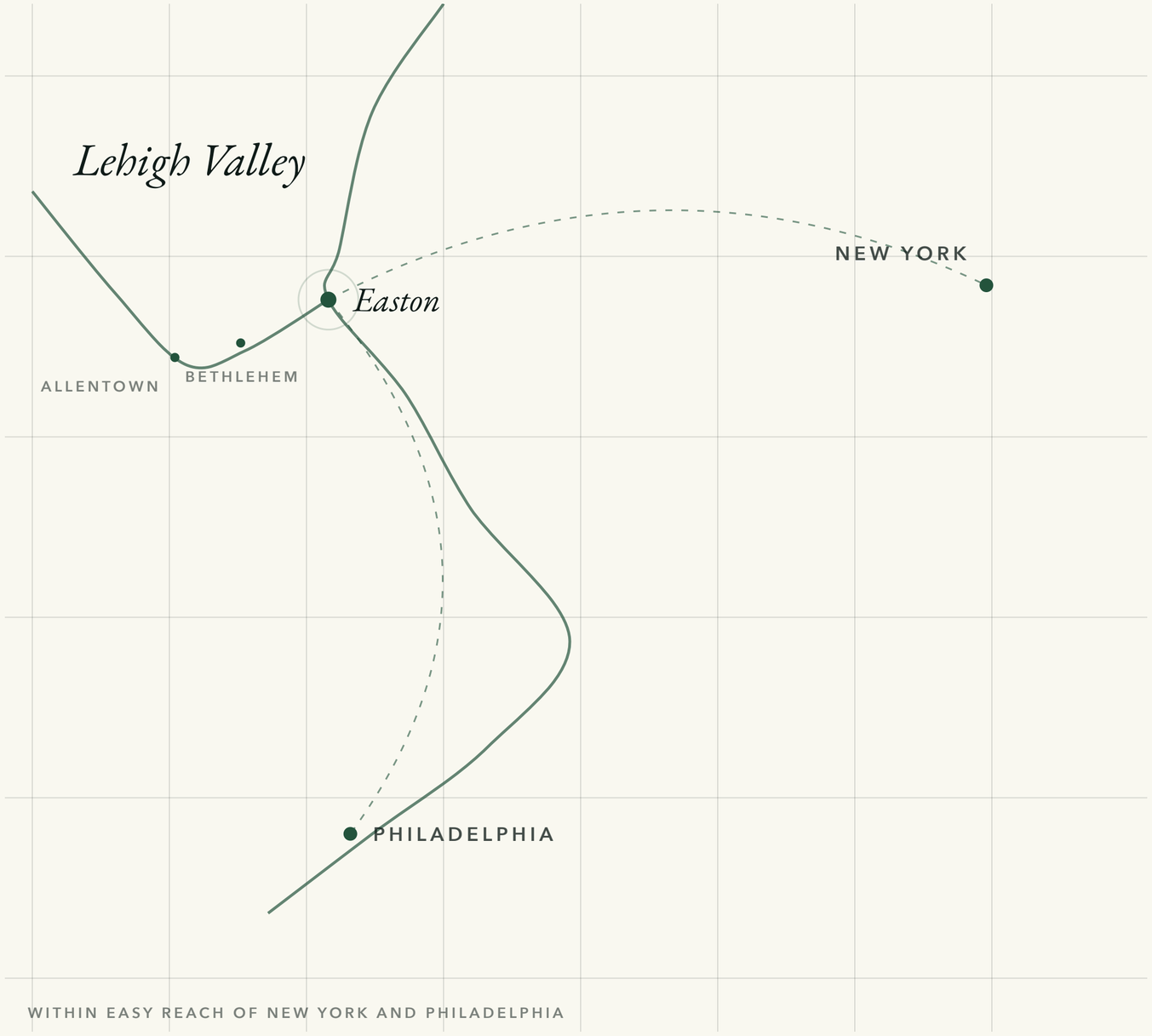
Offices, a staff lounge and a kitchen, on the floor above.



III

A Prime Location

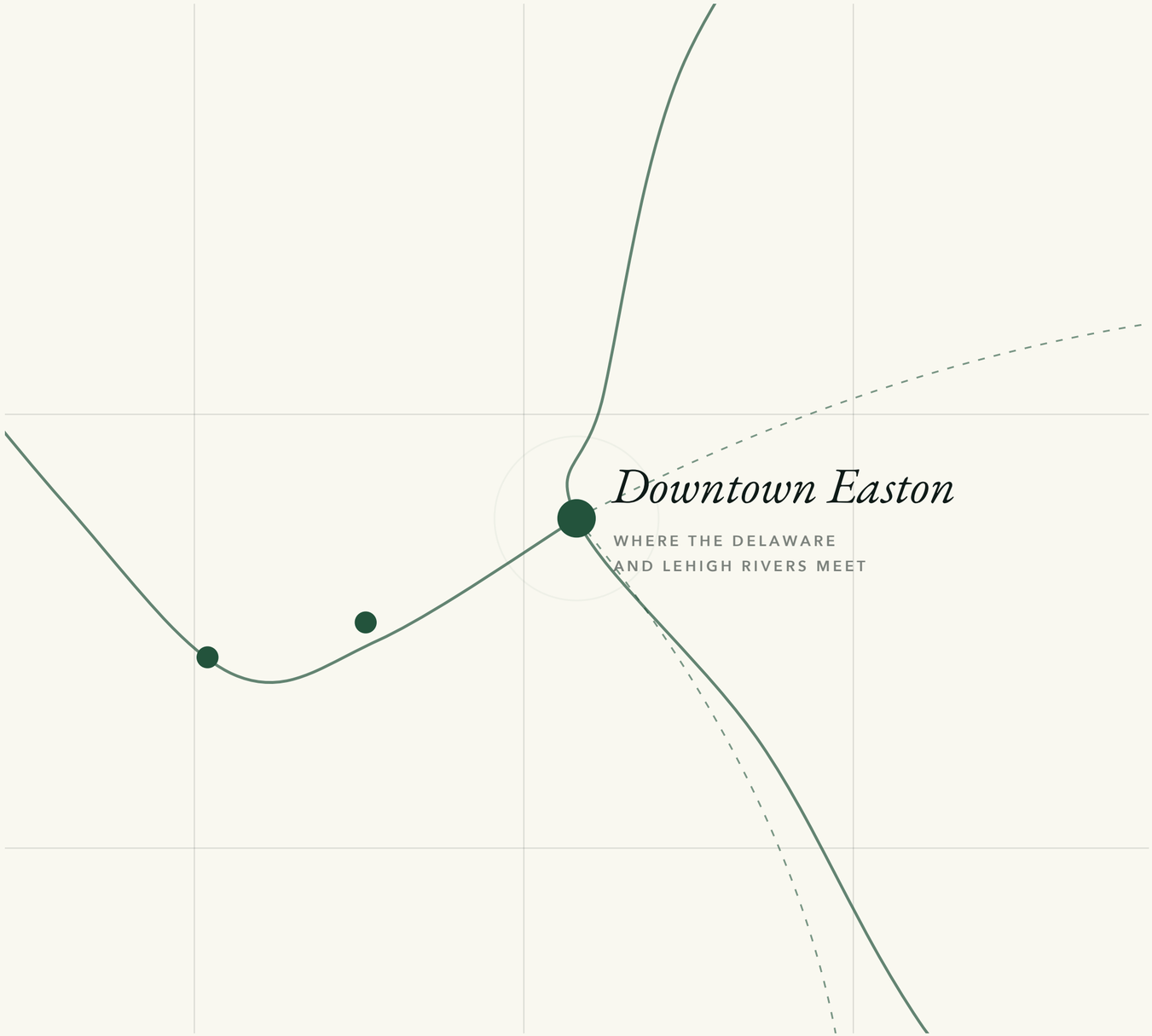
In the heart of downtown Easton



LEHIGH VALLEY

Where the Valley's New Wealth Comes to Gather.

A growing, affluent region within easy reach of New York and Philadelphia. At its heart, downtown Easton, where the Delaware and Lehigh rivers meet.

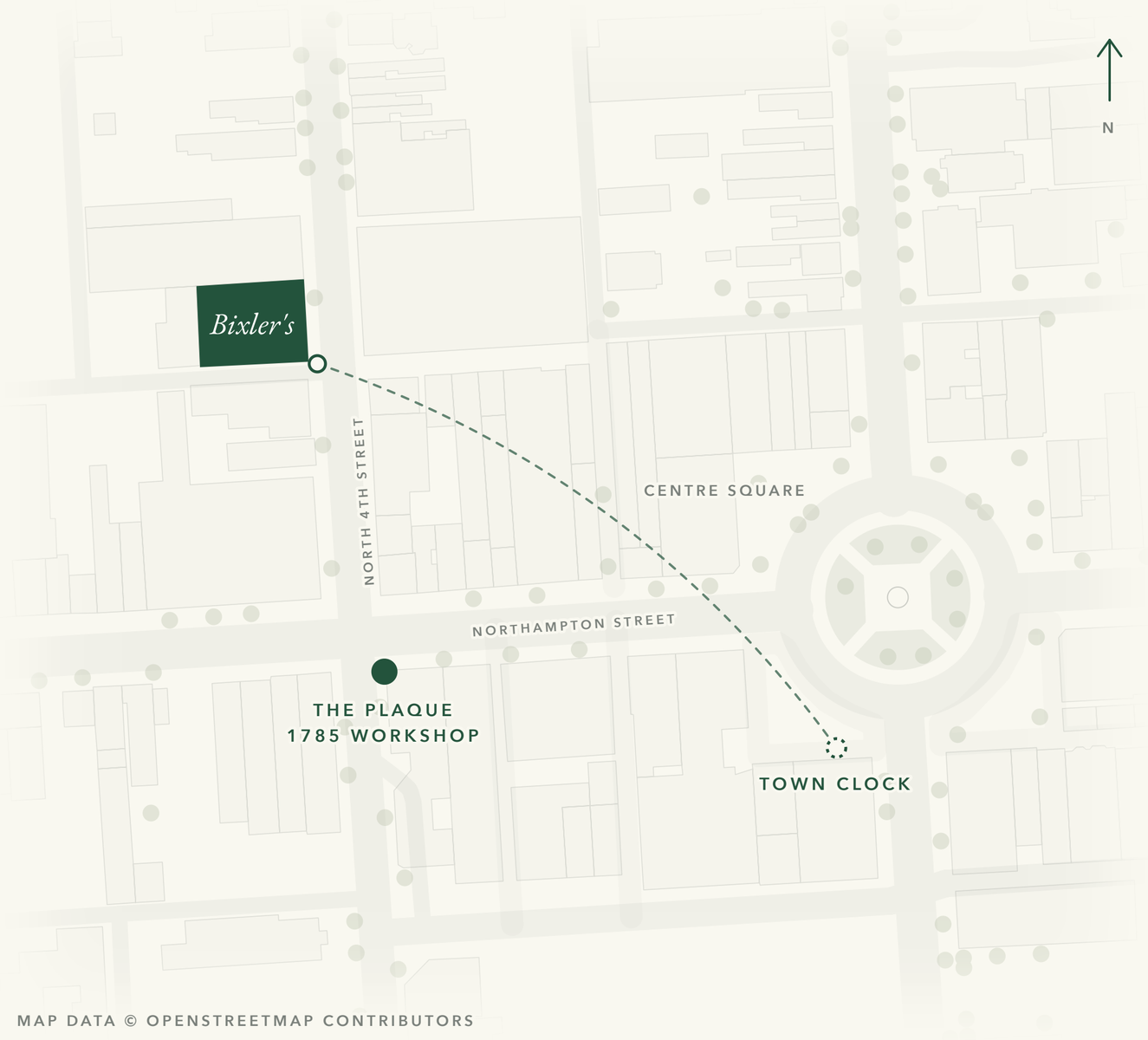


LEHIGH VALLEY

Where the Valley's New Wealth Comes to Gather.

A growing, affluent region within easy reach of New York and Philadelphia. At its heart, downtown Easton, where the Delaware and Lehigh rivers meet.

- Easton Public Market
- The farmers' market in Centre Square
- The restored State Theatre
- Lafayette College



MAP DATA © OPENSTREETMAP CONTRIBUTORS

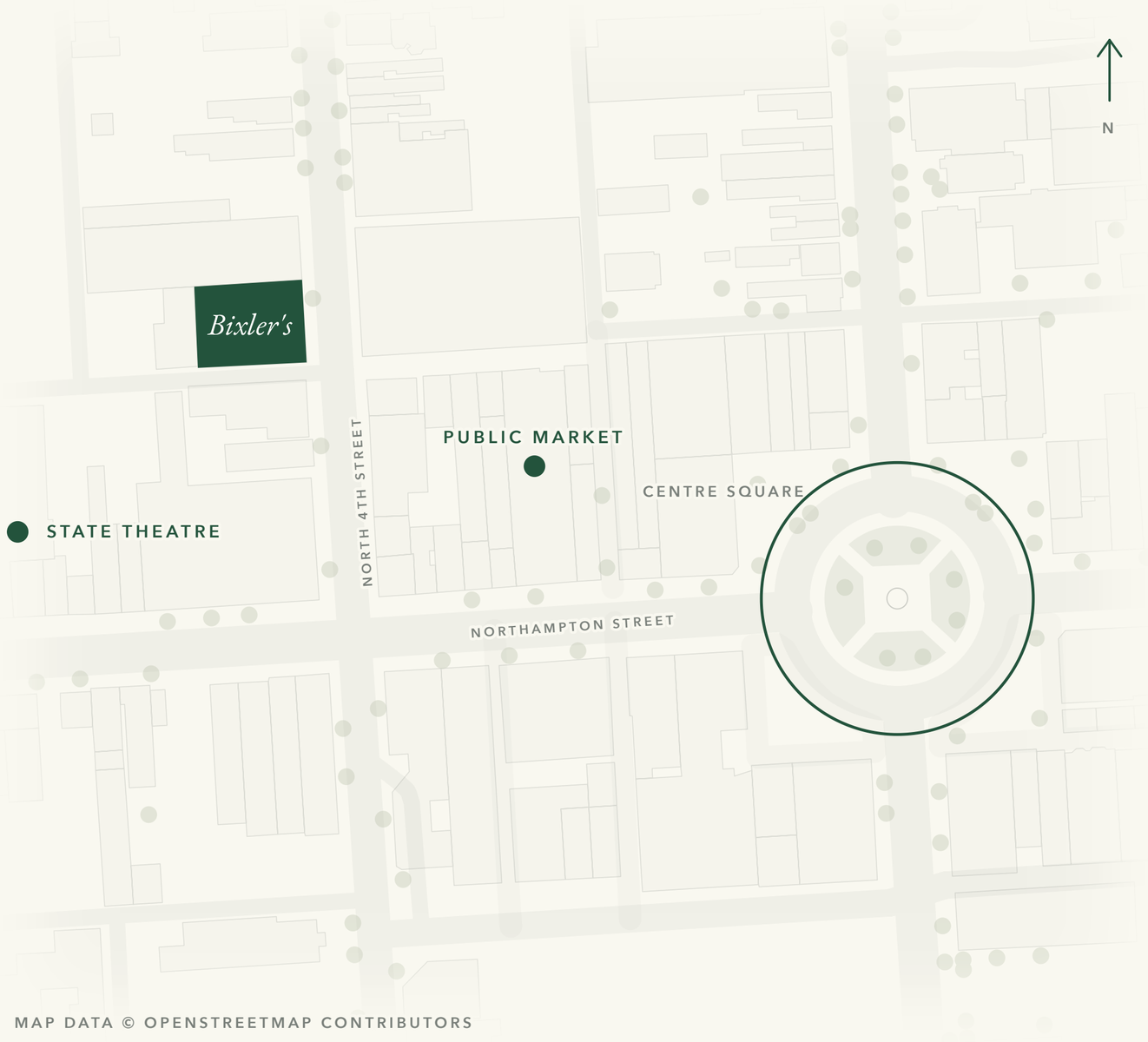
WHY HERE

Rooted.

Central. Safe.

ROOTED

The plaque of the 1785 workshop one block away, and the town clock on our facade.



WHY HERE

Rooted. Central. Safe.

ROOTED

The plaque of the 1785 workshop one block away, and the town clock on our facade.

CENTRAL

Steps from the State Theatre and the Easton Public Market, a block from Centre Square.



WHY HERE

Rooted. Central. Safe.

ROOTED

The plaque of the 1785 workshop one block away, and the town clock on our facade.

CENTRAL

Steps from the State Theatre and the Easton Public Market, a block from Centre Square.

SAFE

A police station next door, and secure parking for clients.



Bixler's®
1785

THANK YOU

Let's write the next chapter together.

PREPARED FOR

ROLEX

ANNEX

For a Closer Look

A1 Perry Sporn

A2 Leadership team

A3 A proven Rolex formula

A4 Rolex account review

A5 The Foundation

A6 Cultural presence

A7 Client experience

A8 The house, floor by floor

A9 Market data

A10 A new generation

A11 Affluent households

A12 Nearest Rolex retailers

A13 Audience online

A14 From feed to boutique

ANNEX A1

Perry Sporn

CEO, Bixler's · Founder, Perrywinkle's



CRAFTING LEGACY, SHAPING THE FUTURE

“Since 1785, we've celebrated human hands making beautiful objects. This is our heritage, and this is our future.”

For 241 years, Bixler's has earned its place by staying humble, knowledgeable and devoted to the client. Our artisans design and handcraft our jewelry in our Montreal atelier, with the same precision and permanence that define fine Swiss watches.

Our purpose is simple: to elevate every client experience, from the first conversation to a lifetime of service.

ANNEX A2

Our Leadership Team

Hundreds of combined years in luxury jewelry and watches.



Alice Raffin

Marketing Director

"Perry spoke with the right words, with the right values, with a very strong philosophy and kindness."

Joined in 2023 after a meeting with Perry in Geneva. More than 20 years in luxury watches, including Tiffany & Co. and 12 years with Patek Philippe.

Lisa Murraco

Store Operations Director

LM

Nathan Perkins

Rolex Liaison

NP

Peter Clark

Rolex Service Director

36 years of service

PC

Winklette Whittemore

32 years of service

WW

Laura Guth

LG

100+

Employees and artisans, named the 2026 Best of Lehigh Valley.

ANNEX A3

A Proven Rolex Formula

Bixler's and Perrywinkle's: one family of houses.

THE MAKER

Bixler's

Lehigh Valley, Pennsylvania

America's oldest jeweler, est. 1785. Bixler's designs and handcrafts all of the jewelry sold in both houses, in its RJC-certified atelier in Montreal.

THE SISTER HOUSE

Perrywinkle's

Fine Jewelry

Owned by Bixler's, a Rolex authorized retailer for nearly 20 years.

WHAT IT MEANS FOR ROLEX

Ready from Day One

Perrywinkle's team will train and manage the Bixler's staff in Rolex product knowledge, procedures and brand understanding, bringing proven Rolex expertise to the Lehigh Valley flagship.

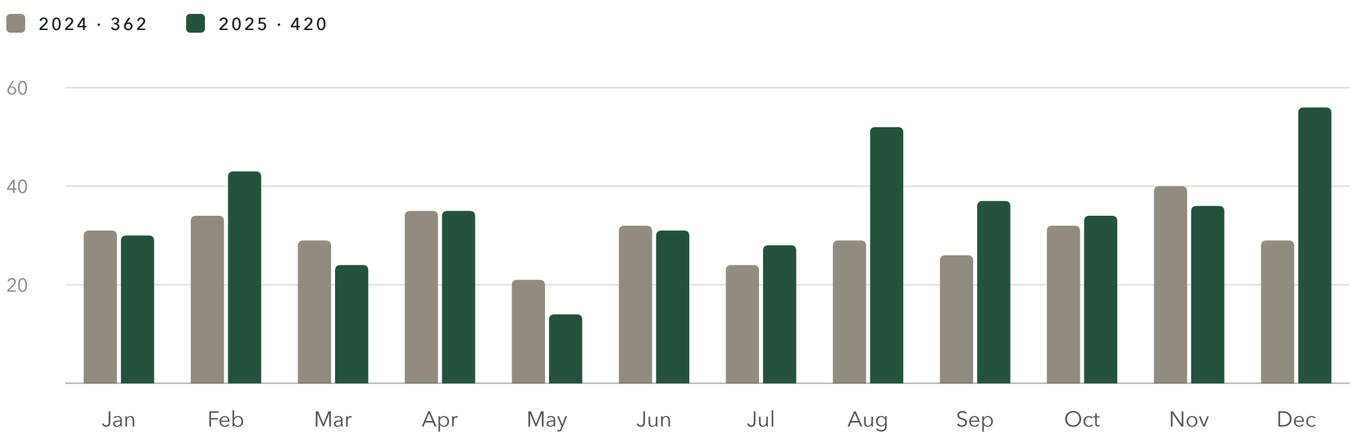
Bixler's 100+ employees and artisans were named the 2026 Best of Lehigh Valley. Our people stay, and our clients know them by name.

ANNEX A4

A Proven Rolex Partner

Perrywinkle's annual 2025 Rolex account review.

SELL-OUT BY MONTH



The score, by part: Commercial 52.0% · Communication 21.3% · Service 20.0% · Finance 6.7%

88%
Score, end of 2025

85%
Score, end of 2024

420
Sell-out, 2025

427
Sell-out, last 12 months

+16%
Sell-out, year on year

1
Door

ANNEX A5

The Bixler's Foundation

Bixler's is transitioning its corporate structure to a not-for-profit foundation.

TIMELINE

Formed in 2027

The Bixler's Foundation takes over the house in 2027.

GOVERNANCE

A Diverse Board

A board of directors including leaders from the jewelry and watch industry.

MISSION

The Artisan's Hand

Profits are distributed to preserve and sustain human artisan skills.

The Foundation will keep the house independent, family-guided and dedicated to keeping the human artisan's hand alive, responsibly, for the next 241 years.

ANNEX A6

Quiet Brand by Nature. Powerful by Presence.

Cultural presence and partnerships.



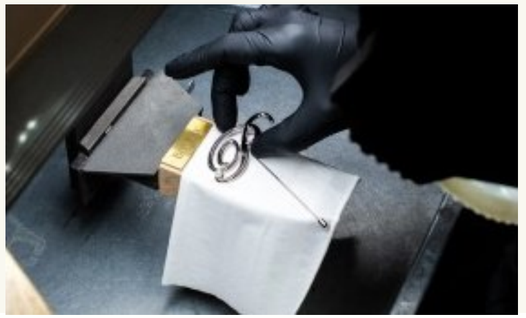
UFC · SINCE 2018

The championship belt.



OSCARS 2025

The Epic Sands custom brooch, for *Dune: Part Two*.



OSCARS 2026

For *The Girl Who Cried Pearls*.

ANNEX A7

A Five-Star Experience

The Bixler's team was named the 2026 Best of Lehigh Valley.

"For a ten-year anniversary gift, I purchased a men's wedding ring and watch from Bixler's, and Kallarny and her team were outstanding every step of the way, going above and beyond when we discovered we had to reorder for sizing. I highly recommend visiting this store, especially for custom pieces."

JOHN

"I reached out to Bixler's to inquire about a specific watch. While it wasn't in house, the team quickly sourced it and kept great communication throughout, explaining every benefit that came with my choice. The watch was quickly sized and tailored: an incredible experience."

JOSE PARAMO

"I've purchased a Tudor watch at Bixler's along with a number of Christmas gifts for my wife. Jeff Yoder is a patient and knowledgeable salesman I'm privileged to know as a friend, highly recommended for unique gifts, engagements, or high-end watches."

AUSTIN FLINN

A concierge experience that goes beyond the sale: the care given to every client strengthens their loyalty and trust.

ANNEX A8

The House, Floor by Floor

Two floors: the Rolex Corner, the boutique and the workshop at street level; the museum and the administration above.



GROUND FLOOR

- The Rolex Corner on the Church Street corner, from the main entrance, to international Rolex standards
- Bixler's Boutique: a lounge to welcome clients, 20 jewelry display units, workstations for 2 sales consultants
- Technical storage between the two zones
- The workshop: the Rolex service center, behind glass

FLOOR ABOVE

- The museum: the house's heritage since 1785, original clocks and books, Bixler's watches, milestones
- By evening, an event room
- Administration: a staff lounge, a kitchen, two offices, the safe

Walnut panelling and brushed brass · Fluted pedestals in green and beige · Trestle tables with glass tops · A Calacatta marble floor · Cove lighting designed by Perry with Schoenbeck artisans. Floor plans and dimensions to come.

ANNEX A9

Market Data

The Lehigh Valley in four figures.

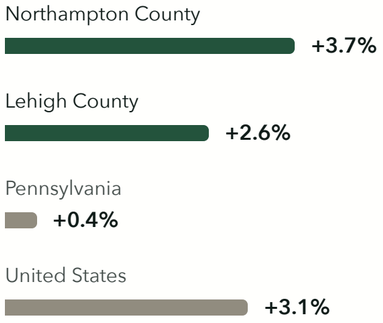
RESIDENTS, 2025

708,794

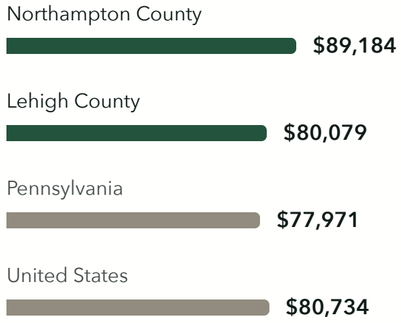
In the Lehigh Valley (Lehigh and Northampton counties), up **9.5%** since 2010.

Pennsylvania +2.8% · United States +10.7%

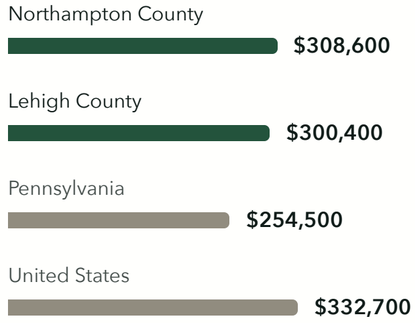
POPULATION GROWTH SINCE 2020



MEDIAN HOUSEHOLD INCOME



MEDIAN HOME VALUE



Source: U.S. Census Bureau, QuickFacts: population estimates (V2025), Census 2010 and 2020, American Community Survey 2020–2024 (incomes in 2024 dollars). Easton is in Northampton County.

ANNEX A10

A New Generation

The wealthiest generation in the valley's history.

14%

of pandemic-era arrivals come from the New York market: dual-income professional households.

17,000

international arrivals since 2020: Lehigh County is in the top 5% of U.S. counties.

$84,260

median household income in 2024, up from $64,700 in 2019 (5.4% a year).

$109,021

average household income.

9,000

young adults (18 to 34) moved in since 2020: both counties in the top 10% nationally.

11.7%

Gen Z growth since 2020, about three times the national 3.3%.

$95,318

median household income from 24 to 44, the peak age for luxury spending.

33.8%

hold a bachelor's degree or higher; 11% a graduate degree.

Figures from Bixler's V4 deck; sources to cite.

ANNEX A11

The Affluent Base

Households earning $100,000 or more grow by 40% by 2031.

AFFLUENT HOUSEHOLD PROJECTIONS

YEAR	HOUSEHOLDS	$100K+	SHARE	MEDIAN INCOME	REGIONAL GDP
2024	~293,000	~102,500	35.0%	$84,260	$57.3B
2026	~305,000	~112,900	37.0%	$90,300	$62B
2027	~311,000	~118,200	38.0%	$93,500	$65B
2028	~317,000	~124,100	39.1%	$97,000	$68B
2029	~324,000	~130,400	40.2%	$100,500	$71B
2031	~337,000	~144,100	42.8%	$108,000	$78B

INCOME BANDS, 2024 TO 2031

INCOME	2024	2031	GROWTH	BUYS
$100K to $149K	~52,700	~63,200	**+19.9%**	Core jewelry and watch buyer
$150K to $199K	~23,400	~33,700	**+44.0%**	Premium watch and bridal
$200K and above	~26,400	~47,200	**+78.8%**	High net worth: Rolex, estate jewelry
Total $100K+	**~102,500**	**~144,100**	**+40.6%**	

Projections from Bixler's V4 deck; sources to cite.

ANNEX A12

The Nearest Rolex Retailers

A metro of nearly 900,000 with record-high incomes, and no dedicated Rolex boutique.

RETAILER	LOCATION	DISTANCE	STATUS
Precision Watches & Jewelry	Willow Grove, PA	65 mi	Authorized dealer
Benari Jewelers	Newtown Square, PA	75 mi	Authorized dealer
The 1916 Company (Govberg)	Philadelphia, PA	75 mi	Authorized dealer
London Jewelers	Short Hills, NJ	70 mi	Rolex boutique
Tourneau | Bucherer	New York, NY	80 mi	Rolex boutique

The Rolex Corner at Bixler's would be the region's first purpose-built Rolex space. Distances as in the V4 deck, to confirm from Easton.

ANNEX A13

The Audience Online

Where we are today on Instagram.

3.6k

followers, up 169% from 2025

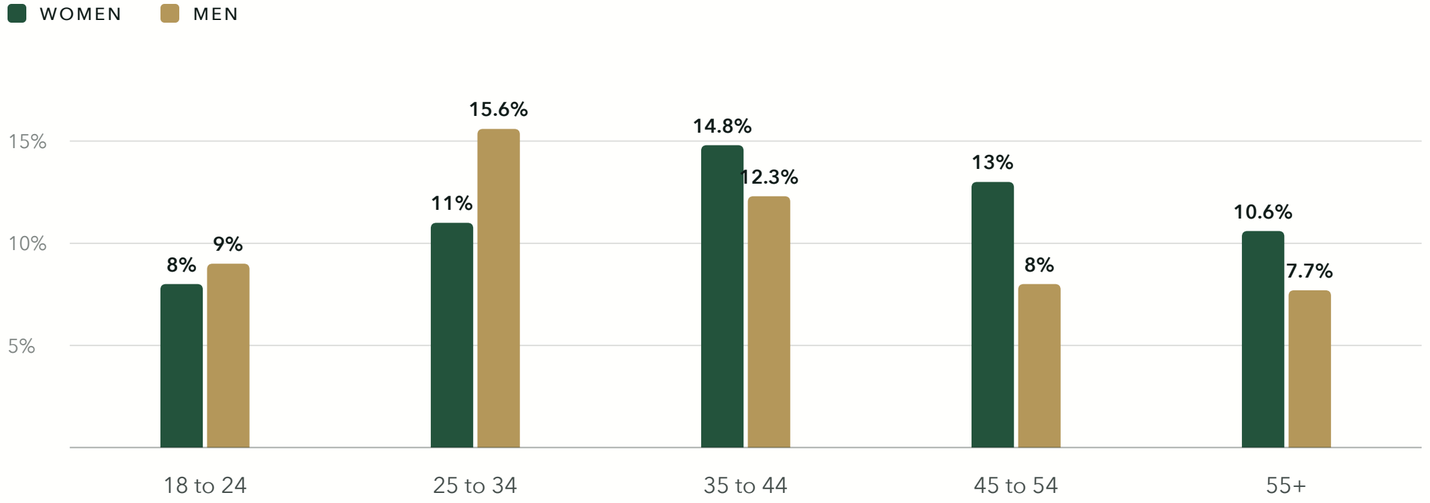
25 to 44

the strongest audience

1.3%

Philadelphia, already among the top cities

FOLLOWERS BY AGE AND GENDER



The Lehigh Valley's affluent household base grows 40% by 2031: the moment is now.

ANNEX A14

From Feed to Boutique

Our competitors compete on price, discounts or scale. Bixler's competes on heritage, artistry and experience.

01

HEIRLOOM STORYTELLING

Instagram Reels and TikTok showing heirloom transformations from our atelier: the inherited ring, the redesign sketch, the finished Heritage piece. A craft our competitors don't lead with.

→

02

GEO-TARGETED CAMPAIGNS

Paid social campaigns around our location for our core 25 to 44 audience: engaged couples and clients who have inherited family jewelry. Heritage and craftsmanship, not price.

→

03

FROM FEED TO BOUTIQUE

Every post leads to our digital concierge: a virtual heirloom consultation by Instagram message or on the website, then a private appointment in store.

→

04

THE NEW WEBSITE

A Shopify site built as a digital extension of the boutique, to Rolex's visual and editorial standards, with a digital concierge for guidance, appointments and tailored recommendations.

The goal is simple: to inspire discovery online and create the desire to experience Bixler's in person.