



THE ONE DROP FOUNDATION &  
THE PRINCE ALBERT II OF MONACO FOUNDATION  
RAISE OVER \$2 MILLION DOLLARS  
FROM THE *TIME COUNTS* PHILANTHROPIC INITIATIVE  
IN COLLABORATION WITH PHILLIPS' *RACING PULSE* WATCH AUCTION

*AUDEMARS PIGUET ROYAL OAK GRANDE COMPLICATION RAISES \$504,000,  
DONATED BY GUY LALIBERTÉ*

*AUDEMARS PIGUET ROYAL OAK JUMBO RAISES \$163,800,  
DONATED BY THE PRINCE ALBERT II OF MONACO FOUNDATION*

*BONO'S VINTAGE JAEGER-LECOULTRE TIMEPIECE RAISES \$60,480*

*KEVIN O'LEARY'S ICONIC ROLEX COSMOGRAPH DAYTONA RAISES \$56,700*

*ALL NET PROCEEDS FROM THE TIME COUNTS CHARITABLE INITIATIVE WILL GO TO  
IMPROVING THE LIVING CONDITIONS OF THE MOST VULNERABLE POPULATIONS AROUND  
THE WORLD*



New York, New York (December 12, 2020) – The One Drop Foundation, the Prince Albert II of Monaco Foundation and Phillips are thrilled to announce the final results from *TIME COUNTS*, a unique charitable initiative, where \$2,107,350 was raised to support global water issues and environmental preservation. The

*TIME COUNTS* initiative took place on December 12, 2020 during Phillips' flagship New York *RACING PULSE* Watch Auction that broke several records in the watch industry.

*RACING PULSE*, the 2020 watch auction hosted by Phillips in Association with Bacs & Russo, realized \$27,584,570 on Saturday, December 12, selling 99% by lot and 99.5% by value. With Aurel Bacs conducting the sale live from London and broadcast across the globe, collectors were able to place bids with telephone bidders in New York and London, as well as through Phillips' online channels. The sale set several record prices, including those for Paul Newman's Rolex "Big Red" Daytona at \$5,475,000 and the last-known example of the Heuer Monaco, owned and gifted by Steven McQueen is now the most expensive Heuer Wristwatch at \$2.2 million dollars.

From the *TIME COUNTS* initiative, highlights of the charitable lots include:



The ultimate expression of watchmaking, **Guy Laliberté, Founder of Cirque du Soleil, One Drop and Lune Runge**, donated four incredible Audemars Piguet timepieces from his personal collection. His **Audemars Piguet Royal Oak Grande Complication in stainless steel** raised **\$504,000** in support of the *TIME COUNTS* initiative. Engraved "N° 1" on its caseback, freshly serviced by Audemars Piguet in Le Brassus and accompanied with its original wooden presentation box, guarantee and new, custom-made One Drop presentation box.



The highly coveted **Audemars Piguet Royal Oak "Jumbo" reference 15202 in stainless steel** with H.S.H. the Prince Albert II of Monaco signature engraved on its caseback **offered by the Prince Albert II of Monaco Foundation** raised **\$163,800**. Launched in 1972, the Royal Oak reference 5402 was the world's first stainless steel luxury sports watch with a fully integrated bracelet.



Known activist and lead singer of the rock band U2, **Bono** supported the *TIME COUNTS* initiative by **donating a vintage, 18-karat pink gold Jaeger-LeCoultre timepiece, along with a framed drawing of U2 lyrics, 'The First Time,' by Bono, dated 2020 that raised \$60,480.** Bono originally gifted this particular watch to his father, who Bono credits with giving him his voice.



Also, in support of *TIME COUNTS*, fellow philanthropist and businessman, **Kevin O'Leary** donated **his iconic Rolex Cosmograph Daytona reference 116500LN with signature red band that raised \$56,700.** This highly sought-after Daytona is a favorite of the Shark Tank wardrobe department because of its 'camera appeal' and has appeared in more episodes across Shark Tank's seasons 10, 11 and 12 than any other watch O'Leary owns.

*TIME COUNTS* is a collaborative initiative with the One Drop Foundation and the Prince Albert II of Monaco Foundation. The net proceeds from the initiative will enable the two foundations to fund a large-scale international development project from a joint call for proposals launched earlier this year. Applicant organizations have submitted projects to improve resilience and ensure sustainable and equitable access to safe water, sanitation and hygiene (WASH) services for vulnerable communities in need, with particular emphasis placed on issues affecting extremely poor and marginalized populations.

Twelve lots – 11 watches and one superb experience – were generously donated by celebrated personalities including One Drop's founder, Guy Laliberté, H.S.H. Prince Albert II of Monaco, U2's Bono, former Formula One racing champions Sir Jackie Stewart and David Coulthard, Kevin "Mr. Wonderful" O'Leary and keyboardist Rory Kaplan.

*“I would like to express all my gratitude for the solidarity demonstrated on the occasion of our joint philanthropic online auction, TIME COUNTS. Both our Foundations are deeply determined to pursue their actions on the ground to improve the life of some of the world’s most vulnerable communities by giving them access to safe water,”* says His Serene Highness, Prince Albert II of Monaco.

*“Now more than ever, access to water, sanitation and hygiene services is essential. Essential during this pandemic to ensure that vulnerable communities are better equipped and ready to adopt health and hygiene measures and “barrier” behaviours such as handwashing. Water is the source of life and the lack of access to water affect millions of people around the world. The One Drop Foundation is so honoured to have joined forces with the Prince Albert II of Monaco Foundation and the Phillips Auction House to present this charitable initiative. Thanks to all who collaborated, we have once again been able to act and raise money for these critical causes, now when the world needs us more than ever,”* says Guy Laliberté, founder of Cirque du Soleil, the One Drop Foundation and Lune Rouge.

These lots raised a total of \$2,107,350. Also in support of the two foundations, Phillips will donate the net proceeds from its buyers’ premium. Discerning collectors are looking for meaningful watches with outstanding provenance. This charity segment celebrated the idea that one’s choice of timepiece is much more than a simple appreciation of the design, the complexity and the precision of a refined and decorative watch: it’s representative, a personal reflection, a specific selection that has a strong symbolic component, something worn that bears witness to one’s individual life experiences. And through this endeavour these timepieces are now transforming lives the world over. It’s a powerful story.

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### **About the One Drop Foundation**

The One Drop Foundation is an international foundation created by Cirque du Soleil and Lune Rouge founder Guy Laliberté with the vision of a better world, where all have access to living conditions that allow empowerment and development. Our mission is to ensure sustainable access to safe water, sanitation and hygiene for some of the most vulnerable communities through innovative partnerships, creativity and the power of art. Together with its partners, the One Drop Foundation deploys its unique *Social Art for Behaviour Change*<sup>™</sup> approach designed to sustainably foster the adoption of healthy water, sanitation and hygiene related behaviours and empower communities. For this to be possible, the One Drop Foundation creates novel fundraising initiatives supported by a visionary community of partners and donors. The One Drop Foundation is celebrating 13 years of turning water into action, with projects that will soon have improved the living conditions of over 2.1 million people around the world. In 2019, the Foundation was recognized for a second year in a row by Charity Intelligence, this time as one of the Top 10 International Impact Charities in Canada.

To learn more about the One Drop Foundation, visit [www.onedrop.org](http://www.onedrop.org).

Interact with the One Drop Foundation on Facebook and Twitter at @onedrop, or on Instagram @1dropwater.

### **About the Prince Albert II of Monaco Foundation**

Inspired by his own observations and in the light of the alarming scientific evidence, H.S.H. Prince Albert II of Monaco made a personal commitment by launching, in 2006, his Foundation to act against the environmental dangers threatening our planet and making populations vulnerable. The Foundation focuses its efforts on three principal domains of action: climate change, biodiversity and water resources, and funds initiatives in the fields of research and studies, technological innovation and socially aware practices. In order to take action for the protection of nature, the Foundation supports projects in three main geographical regions: the Mediterranean Basin, the Polar Regions and the Least Developed Countries.

To learn more: [www.fpa2.org](http://www.fpa2.org) or follow us on:

Facebook: Fondation Prince Albert II de Monaco - Instagram: @fondationprincealbert2 - Twitter: @FPA2

### **About Phillips in Association with Bacs & Russo**

The team of specialists at Phillips Watches is dedicated to an uncompromised approach to quality, transparency, and client service, achieving a sale total of \$111 million in 2019 – its third consecutive year as the worldwide market leader in watch auctions.

A selection of our recent record-breaking prices:

1. Paul Newman's Rolex "Paul Newman" Daytona reference 6239 (CHF 17,709,894 / US\$17,752,500) – New York Auction: Winning Icons – 26 October 2017 – Highest result ever achieved for any vintage wristwatch at auction.
2. Patek Philippe reference 1518 in stainless steel (CHF 11,020,000 / US\$11,112,020) – Geneva Watch Auction: FOUR – 12 November 2016 – Highest result ever achieved for a Patek Philippe wristwatch at auction.

### **About Phillips**

Phillips is a leading global platform for buying and selling 20th and 21st century art and design. With dedicated expertise in the areas of 20th Century and Contemporary Art, Design, Photographs, Editions, Watches, and Jewelry, Phillips offers professional services and advice on all aspects of collecting. Auctions and exhibitions are held at salerooms in New York, London, Geneva, and Hong Kong, while clients are further served through representative offices based throughout Europe, the United States and Asia. Phillips also offers an online auction platform accessible anywhere in the world. In addition to providing selling and buying opportunities through auction, Phillips brokers private sales and offers assistance with appraisals, valuations, and other financial services.

Visit [www.phillips.com](http://www.phillips.com) for further information.

*\*Estimates do not include buyer's premium; prices achieved include the hammer price plus buyer's premium.*