

THE NATURAL DIAMOND STORY

BEYOND THE 4CS

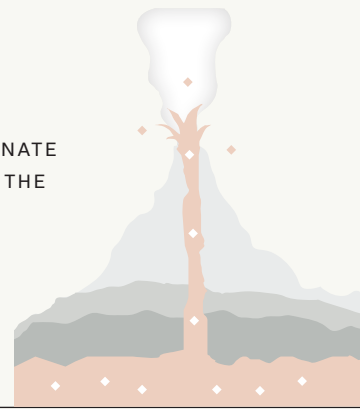
NATURAL DIAMONDS ARE UNIQUE, BILLION-YEAR-OLD MIRACLES OF NATURE WITH ENDURING EMOTIONAL AND FINANCIAL VALUE BECAUSE OF THEIR RARITY AND PRECIOUSNESS. MODERN DIAMOND MINING IS A HIGHLY REGULATED SECTOR SUPPORTING THE LIVELIHOOD OF 10 MILLION PEOPLE GLOBALLY AND ENSURES RESPECT AND LONG-TERM CONSERVATION AND PROTECTION OF THE LAND ON WHICH IT OPERATES.

NATURAL DIAMOND COUNCIL

ORIGIN

Billion-Year-Old
Miracle of Nature

DIAMONDS ORIGINATE 3X DEEPER THAN THE MAGMA OF MOST VOLCANOES.



Formed on average 1-3 billion years ago, one hundred or more miles below the Earth's surface. They are the oldest thing you will ever touch or own.

Inclusions act as time capsules trapping untouched secrets of the Earth's formation with tremendous scientific value.

only
NATURAL
DIAMONDS

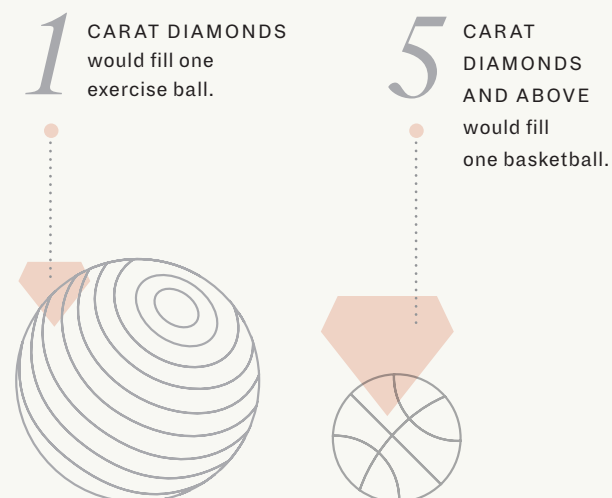
VALUE

Rarity, Uniqueness



Finding diamond deposits is like finding a needle in a haystack. The Earth no longer produces diamonds and the amount of diamonds recovered each year has decreased since 2005. They are a finite resource with inherent value that has shown to grow over time.

Annual production of 1 carat diamonds and larger can fit inside an exercise ball. Annual production of 5 carat and larger diamonds would fit into a basketball.

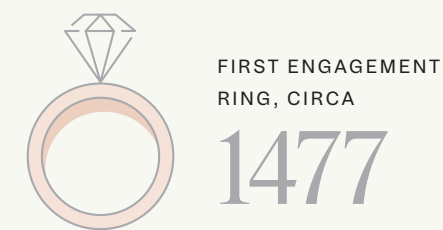


Source: NDC

SYMBOLISM

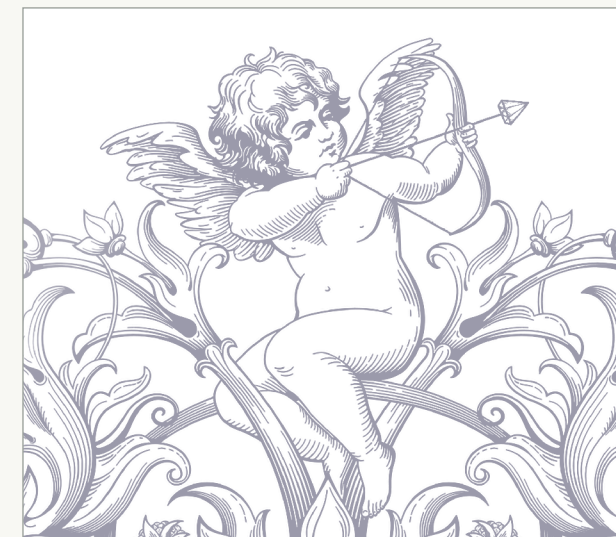
History, Romance

Discovered in India 4000 years ago.



The first documented engagement with a diamond ring happened in 1477 when Archduke Maximilian proposed to Mary of Burgundy.

Diamonds tipped Cupid's arrows in Ancient Greek Mythology. The word "diamond" comes from the Greek word Adamas, which means unalterable, unbreakable, or untamed—just like love.



IMPACT

Diamonds do Good

An independent research company determined that leading diamond producers create \$16B of benefit for their employees, communities and the planet—80% of these benefits stay within local mining communities.

The diamond industry supports the livelihood of 10 million people globally, providing safe, high-quality jobs and skills development programs for career advancement. Leading diamond producers have a narrow footprint on the land due to the compact size of mining operations, and protect 3x the amount of land they use.



MEMBER MINING OPERATIONS HAVE A COMBINED TOTAL AREA OF 325 SQ. MILES, ABOUT THE SIZE OF NEW YORK CITY.