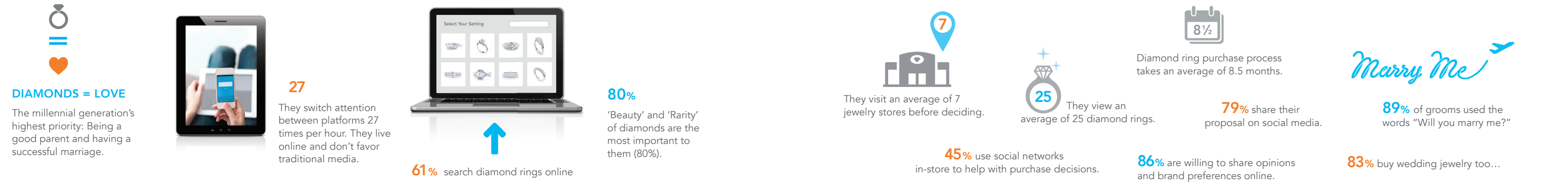


# THE Diamond Seekers Journey

There are 50 million members of the millennial generation in the US alone. That's 50 million potential new diamond buyers. Sarine Profile™ is designed to connect you with contemporary customers at every stage of their love story – from desire, to diamond decision, and beyond.

Sarine Profile™ is a powerful digital sales platform that offers consumers instant access to a diamond's unique information via a compelling, interactive experience whether in-store, online, at home, or on their mobile phone.



**ANYWHERE, ANYTIME**  
Powered by Sarine, the world's most accurate diamond information is always available, via the Sarine Profile™ technology that tells the complete diamond story.

Nothing compares with seeing their actual diamond choices online with every aspect of each diamond revealed interactively.

## EXPLORE THE DIAMOND STORY ONLINE



Sarine Profile presents the complete Diamond Story to bring the diamond to life online, where they live.

## ONE OF A KIND

The Diamond Story provides proof of their diamond's beauty and its uniqueness.



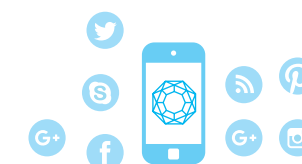
The Diamond Story: Diamond Imaging, Light Performance, Cut & Craftsmanship, Hearts & Arrows and Lab Report.



The Sarine Profile Diamond Story connects with their hearts and minds. They will enjoy the benefits for years to come.

## PRESENT THE DIAMOND STORY IN-STORE

Sarine Profile™ presents a precise visual & sensual experience with every Diamond's Story.



They can rely on friends' opinions by sharing online 3D images and certifications of diamonds they like, effortlessly.



**SARINE**  
Profile

sarineprofile.com

Sources: US Chamber of Commerce Foundation, The Millennial Generation Research Review, 2012 / [https://en.wikipedia.org/wiki/List\\_of\\_coffee\\_drinks](https://en.wikipedia.org/wiki/List_of_coffee_drinks) / Source: The Knot 2015 Jewelry Engagement Study / Perspectives of the Diamond Industry, McKinsey & Company, September 2014 / The Global Diamond Industry 2015: Growth Perspectives amid Short-Term Challenges, Bain & Company, December 2015 / <http://www.forbes.com/sites/sap/2016/02/17/customer-experience-is-the-new-battle-ground-in-business/#4ccd0b3f7587> / <http://www.forbes.com/sites/micahsolomon/2014/12/29/5-traits-that-define-the-80-million-millennial-customers-coming-your-way/#3c5be1ab2a81> / De Beers Insight Report 2014.

FOR A DEMONSTRATION OF SARINE PROFILE CALL 646.727.4286 or visit JCK BOOTH L118