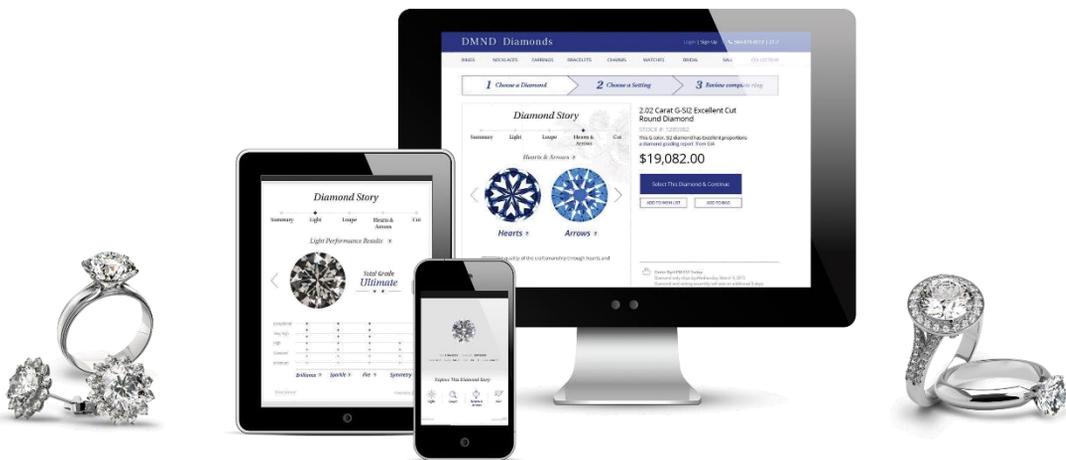


Welcome to Your Diamond Story.

By GN Diamonds & Sarine Profile™

GN Diamond and Sarine Technologies have partnered together to enhance the instore experience of buying and selling diamonds. More than just a sales tool, the Sarine Digital Display is powered by Sarine Profile to deliver a deeper, richer and more intimate experience of the diamond, bringing the diamond story straight to the hearts of your guests, ultimately leading to the increase of more instore sales.

GN Diamond sells only the brightest and whitest of Russian cut rough, which facilitates the sale of diamonds. It is for this reason, that Sarine Technologies found GN to be the perfect fit to create a crisp and accurate visual of their diamonds utilizing the Sarine Digital Display. Each diamond has its own unique story, created from a combination of the components below. The Digital Display presents the components relevant to the individual diamond, which are stored in the digital diamond story link. You can choose which parts to present, how and when to present them, depending on the needs and preferences of your guests.



Experience Sarine

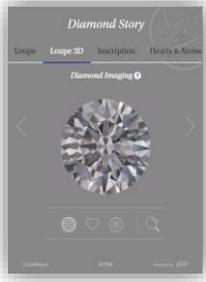
Sarine Technologies is the world's leading developer of technologies for the diamond industry. With three decades of experience in the global diamond trade, Sarine is disrupting the diamond retail arena with advanced, accurate tools designed to enhance the digital experience.

Let's Take A Quick Tour Of The Sarine Digital Display:

Diamond Imaging



3D Loupe: Precise, magnified 360-degree virtual images of the diamond allow the guest to discover the diamond in a more intimate way, as if viewing with a loupe. You can use this feature to help the guest understand even the smallest details that create the diamond's individual character.

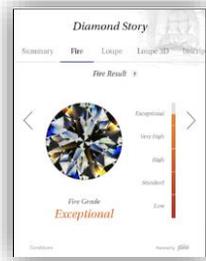


ID Inscription: Magnified imaging that displays the engraved ID inscription on the diamond girdle. This feature helps build the guest's trust and confidence in the diamond purchase.

Fire



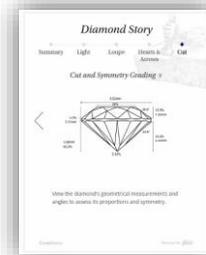
Fire is part of a diamond's Light Performance, describing the way that a diamond appears as light exits the diamond and returns to the eye of the viewer. Fire is a measure of the vivid flashes of color that radiate from the diamond. The Fire feature is an important tool that you can use to differentiate the diamond by explaining its particular interaction with light, adding depth and meaning to the diamond's unique appearance.



Cut & Craftsmanship



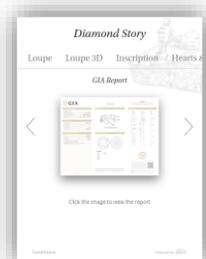
As the strongest influence on a diamond's appearance, the cut dimensions and proportions are vital details for your guest to help them make the right diamond decision. Accurate, detailed measurements are provided in user friendly, graphical display, making it simple for you to effectively demonstrate the diamond's cut during your sales presentation.



Lab Report



The diamond certification from the authorized gem lab is included as part of the Sarine Digital Display.



Get the Diamond Story Started

In just three simple steps, you can integrate the Sarine Digital Display as part of your in-store sales presentation:

SCAN – SHOW – SHARE

1 **SCAN** – Diamonds supplied to you by GN will come with a QR code printed on the individual diamond paper. Scan the QR code using a tablet, and the link to the Sarine Digital Display will upload automatically to your device.

TIP You can scan the QR code with the guest's mobile device, so they will have it on their device after they leave the store. They can then refer back to it whenever they want, strengthening their connection to the diamond and your brand.

2 **SHOW** – Once you've downloaded the Digital Display to a tablet or mobile device, you can use it during your in-store sales presentation to engage your guests. Scroll through the various parts of the diamond story to help your customers get to know the individual diamond.

TIP With GN's digital diamond story files, you can present virtual diamonds to your guests, expanding your inventory in real time without the need to increase your physical stock.

3 **SHARE** – After downloading and presenting the Digital Display, you can share it with your guests by emailing the link to an email address of their choice, or to the guest's social media profiles.

TIP If the Digital Display link was downloaded to the guest's mobile device, the guest can share the diamond story file on a range of social media platforms, such as Facebook, Pinterest, Snapchat, Twitter and more.



QR code (Quick Response Code) is a two-dimensional barcode used on various mobile device operating systems, downloaded from the app store. These devices support URL redirection.