



Jewelry is one of the most ancient ways of investment

- ✓ Precious Stones and gold since ancient times to our days were associated with wealth, power and prestige
- ✓ All prominent royal families in the world history possessed enormous treasure of jewels and works made of them
- ✓ Jewels had become investment facilities long before paper money, securities and other instruments appeared
- ✓ Precious Stones are practically everlasting, they are not affected by time and can be transferred by succession
- ✓ The most compact value repository, easily transported from one place to another
- ✓ Is recommended for long-term investments (starting from 10 years)



Treasures of royal families



Russian Empire (1913)

Jewelry: 180 million roubles (6,240 million US dollars)

Other assets: 150 million roubles (average salary amounted to 37 roubles per month)



France (1792)

Jewelry: 500 million francs

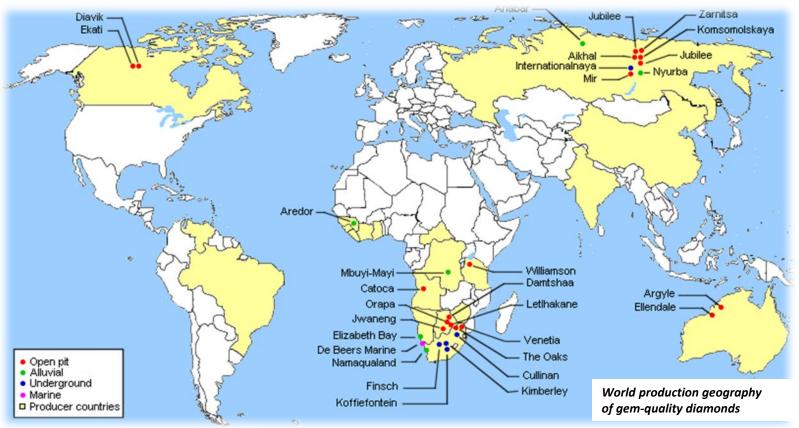


Precious Stones as alternative investment: benefits and risks

	BENEFITS	RISK AREA
	Clear pricing system (Rapaport Price List)	Market unpredictability, dependence on major players
White diamonds	Dynamic market (easy to buy, easy to sell)	
	Reliable in terms of turnover (diamonds are constantly coming to the market)	
	Rare stones are very expensive and grow in price significantly over time	No standard pricing system, although there is certification
Fancy cut diamonds	No major players, the price is only determined by demand and supply	It is more difficult for a non-expert to determine the quality of a Precious Stones. Professional expertise is required on buying
Rare Precious Stones	Purchase of Precious Stones in jewelry is an investment in the future of your family	It is more difficult for a non-expert to determine the quality of a Precious Stones. Professional expertise is required on buying
(rubies, sapphires, emeralds)	No major players, the price is only determined by demand and supply	



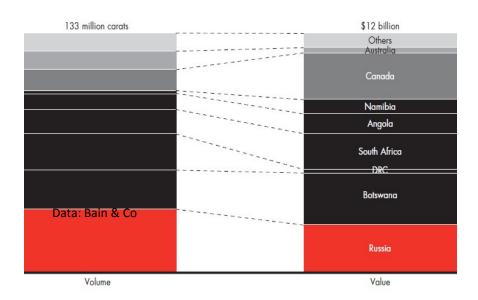
White diamonds world production



- ✓ Only 50% of all diamonds produced in the world are used for jewelry making, the rest are used for industrial needs
- To date, gem-quality diamonds all over the world are produced by about 30 mines operated by major producers of diamonds
- Total world production stands at 113 million carat or about 12 billion US dollars

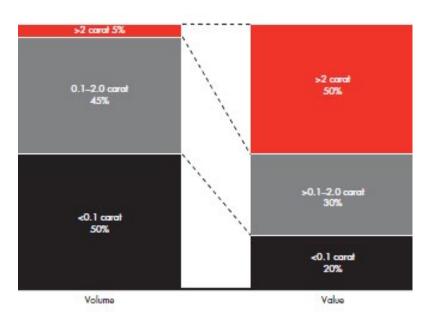


White diamonds world production



World diamond production by countries in physical (million carat) and money (million US dollars) terms

✓ About 70% of world diamond production fall to South Africa and Russia



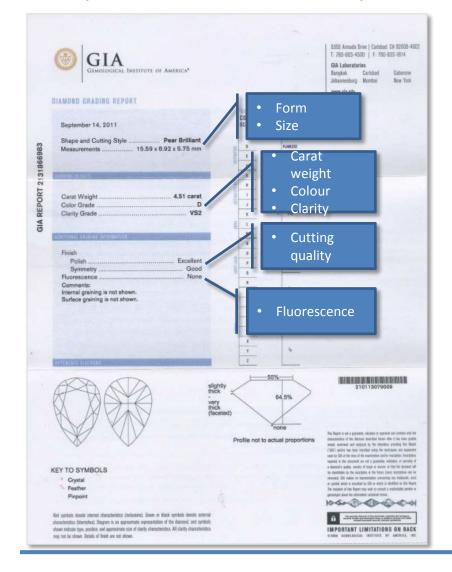
Distribution of diamonds by size and price

- ✓ Diamonds with the weight of more than 2 ct make up only 5% of the total production volume
- ✓ The cost share of diamonds with the weight of more than 2 ct is about 50% of the total cost of produced Precious Stones

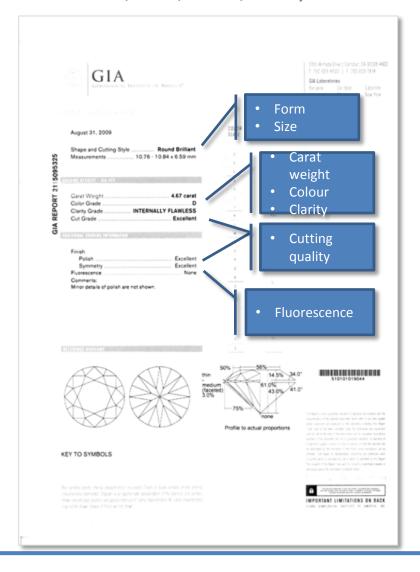


White diamonds quality system

Pear shaped diamond, 4.51 ct, D colour, VS2 clarity

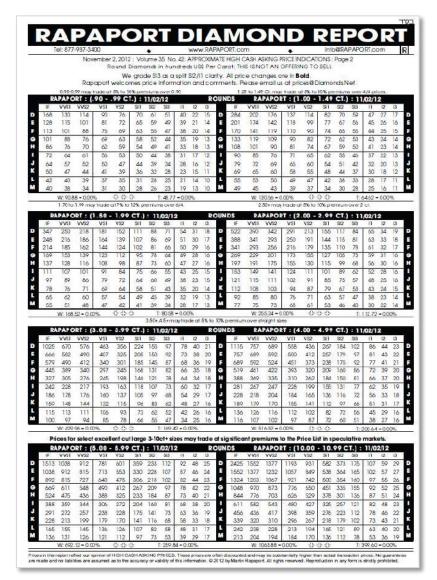


Round diamond, 4.67 ct, D colour, IF clarity





Rapaport Price List is a universal tool of white diamond price determination

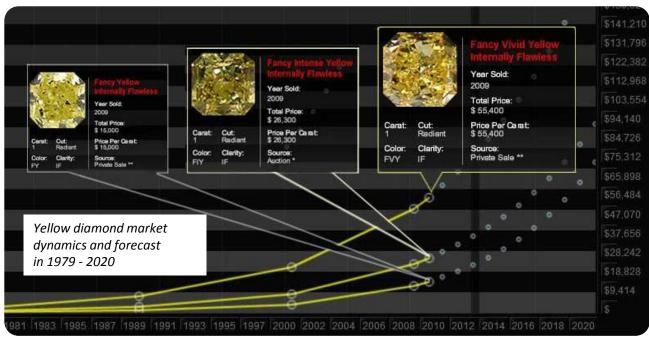


RAPAPORT

- Internationally recognized price list determining the price of a diamond depending on its features
- Weekly updates
- Diamond price is shown in hundreds of US dollars per carat
- Being issued since 1978
- Only white diamonds are considered



Coloured diamonds: Features of yellow diamond market



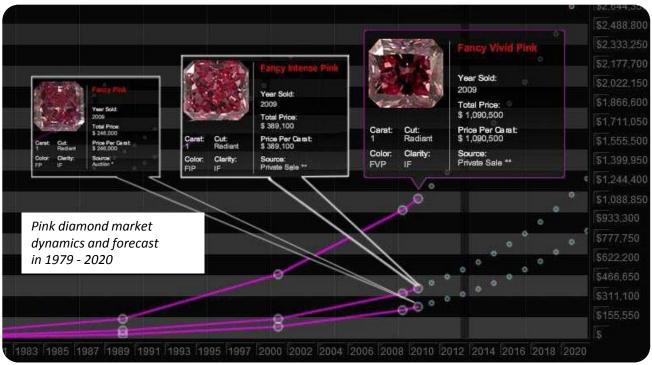
FEATURES OF COLOURED DIAMOND MARKET:

- Rarer than white diamonds: for one coloured diamond there are 10,000 white ones
- An important feature of coloured diamonds, except their clarity and colour, is colour distribution, which must be even
- Constant price increase
- No major players, the price is only determined by demand and supply
- Professional expertise is required on buying





Coloured diamonds: Features of pink diamond market



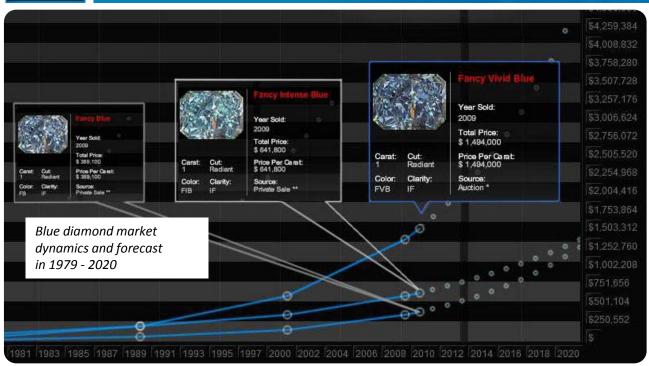
PINK DIAMONDS:

- One of the rarest Precious Stones
- Price per carat for pink diamonds may be 20-40 times higher than for white ones
- Yearly high-quality pink diamond production is only sufficient to fill a teaspoon volume
- According to experts the pink diamond production in the coming 10 years will be reduced greatly because of their reserve depletion





Coloured diamonds: Features of blue diamond market



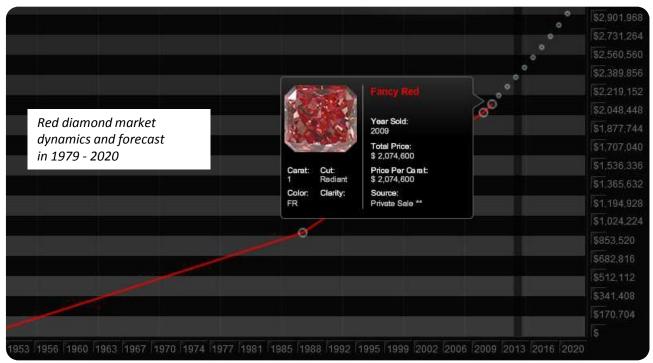
BLUE DIAMONDS:

- One of the rarest Precious Stones
- Reliable long-term investment
- November 14, 2012 in Geneva at Sotheby's a briolette cut blue diamond was sold for 10,962,069 US dollars or nearly 1.05 million US dollars per carat.





Coloured diamonds: Features of red diamond market



RED DIAMONDS:

The rarest diamonds





10 most expensive diamonds in the history of mankind

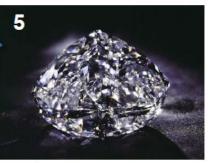
5.

De Beers Centenary

Cost: 100,000,000 US dollars

Weight: 273.85 ct

Colour: D





4. The Hope

Price:

200,000,000 - 250,000,000 US

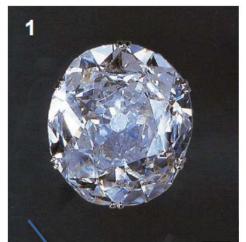
dollars

Weight: 45.85 ct Colour: Fancy Dark

Slateblue

(kept in the Smithsonian Museum in Washington, D.C.)







3. The Cullinan

Price:

400,000,000 US dollars

Weight: 3106.75 ct

Colour: D/E

(subsequently cut into 7 large and 96 small gemstones)

1. Koh-i-noor

Cost: not determined

Colour: D

Weight: 105.6 ct

(kept in the jewel-house)

2. Sancy

Cost: not determined

Weight: 55.23 ct

Colour: Light Yellow (in 1865 it was sold for

100,000 US dollars; in 1867 it

was resold for 1 million francs.

This one is kept in the Louvre)



10 most expensive diamonds in the history of mankind (continued)

10. Alnatt

Cost: **3,043,496 US dollars**

Weight: 101.29 ct

Color: Fancy Vivid Yellow. (sold at Christie's in Geneva in

1996)





9. Moussaieff

Cost: 8,800,000 US dollars

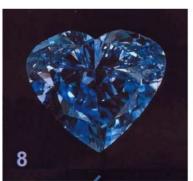
Weight: 13,9 ct

Colour:

Fancy Red

(sold in a private transaction in

2002)







8. The Heart of Eternity

Cost: **16,000,000 US dollars**

Weight: 27,64 ct

Colour: Fancy Vivid Blue

6. Steinmetz

Cost: 25,000,000 US dollars

(estimate)

Weight: 59,60 ct

Colour: Fancy Vivid Pink

7. Wittelsbach

Cost: **24,311,190 US dollars**

Weight: 35,56 ct

Colour: Fancy Deep Blue

(Purchased by Earl Lawrence in

2008 at Christie's)



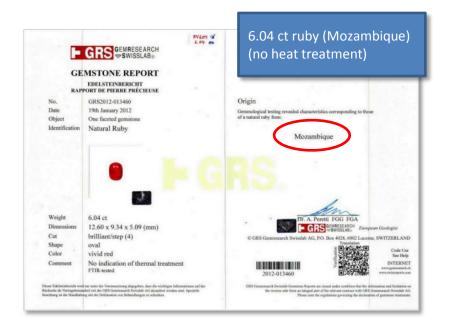
Investments in coloured Precious Stones: sapphires, rubies, emeralds

- ✓ Coloured Precious Stones is an investment in your future and the future of your family
- ✓ The cost of a gem stone is determined by the combination of factors: Precious

 Stone beauty and rarity
- ✓ High-quality coloured Precious Stones offer is more limited than that of white diamonds
- ✓ From the point of quality and rarity the market of coloured Precious Stones is comparable with the market of colored diamonds
- ✓ Precious Stone quality must be confirmed by a certificate of a well-known international gemological laboratory (GRS, SSEF, AGL)
- ✓ Precious Stone treatment greatly influences its price
- ✓ Presence of an experienced gemmologist is very desirable on buying



Rubies: price forming factors





- To date, collector's quality rubies from Burma have the highest price per carat (Vivid Red colour, clean, with good effects of light)
- Untreated rubies from Mozambique are the most attractive in terms of investment for the period of 5-10 years since their quality is equal to the Burmese rubies
- Heat treatment is used from ancient times to improve the colour of rubies
- Non-heated rubies cost considerably more than the heated ones
- Non-heated rubies of good quality are found in the market in the quantity of one to 100,000



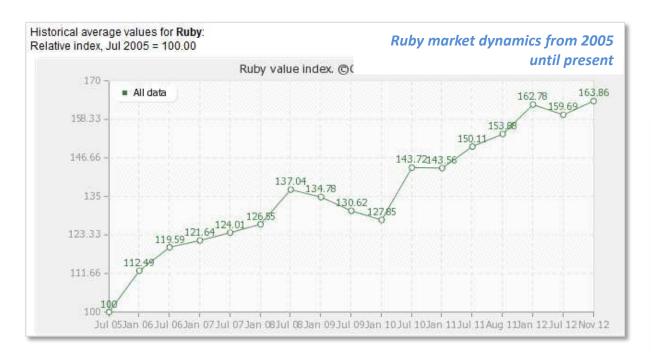
Rubies: heat treatment effect on Precious Stone appearance



- It is impossible to distinguish a heated Precious Stone from non-heated one by sight
- Professional equipment and laboratory expertise are necessary.



Rubies: investment opportunities

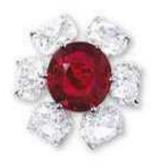




- Almost constant price increase
- High-quality rubies price amounts to hundreds of thousands of US dollars per carat
- It is recommended to purchase rubies from well-known companies with good reputation
- Precious Stone processing technology development made it difficult for a non-expert to identify a "heated" Precious Stone



The most expensive rubies of our time



Ring with oval cut ruby (Burma)

Weight **6.04 ct** Sold May 29, 2012 at Christie's in Hong Kong.

Price: 3,347,042 US dollars (554,146 US dollars per carat)

The record ruby price per carat achieved at auction



Cushion cut ruby ring (Burma)

Weight 8.62 ct

Sold February 15, 2006 at Christie's, St. Moritz
Price: 3,637,480 US dollars (425,000 US dollars per carat)

The record ruby price per carat achieved at auction



Cushion cut ruby ring (Burma)

Weight 32.08 ct

Sold May 14, 2012 at Christie's in Geneva

Price: 6,742,440 US dollars (210,000 US dollars per carat)

The record ruby price achieved at auction



Sapphires: price forming factors





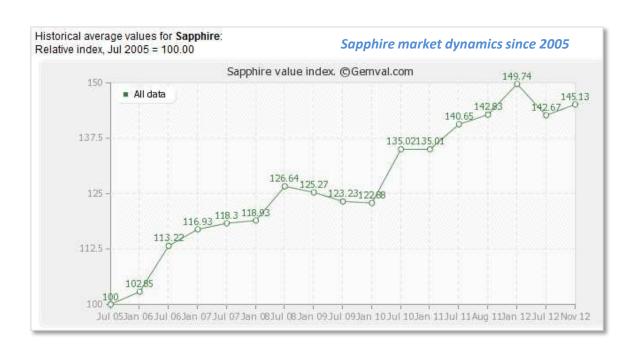
- Sapphires and rubies belong to corundum group. They have the same crystal latitude, and the colour is determined by different chromophores (chrome in rubies, iron and titanium in sapphires)
- As well as rubies, sapphires are often heat treated to improve their colour
- Non-heated sapphires from Sri Lanka cost 2-3 times more than the heated ones
- Precious Stone from Kashmir are valuable mostly due to their rarity (almost absent in the market due to deposit depletion)
- Sapphires from Burma are seldom heat treated
- With a similar appearance sapphires from Burma may be 20-30% more expensive than those from Sri Lanka
- The price of Precious Stones from Sri Lanka and Madagascar all other factors being equal is the same





Sapphires: investment opportunities





- ✓ Sapphire market features constant sapphire price growth
- ✓ During the crisis of 2008 the sapphire price reached its local maximum



The most expensive sapphires of our time



Cushion cut sapphire brooch (Kashmir)

Weight **26.41 ct** Sold November 29, 2011 at Christie's in Hong Kong

Price: 3,838,508 US dollars (145,342 US dollars per carat)

The record sapphire price achieved at auction



Cushion cut sapphire brooch (Sri Lanka)

Weight **60.44 ct**

Sold November 13, 2012 at Christie's in Geneva

Price: 1,859,965 US dollars (26,000 US dollars per carat)

The record Sri Lanka sapphire price achieved at auction



Cushion cut sapphire brooch (Burma)

Weight **47.15** ct

Sold May 16, 2012 at Christie's in Geneva

Price: 3,648,894 US dollars (77,400 US dollars per carat)

The record sapphire price achieved at auction

in 2012



Emeralds: price forming factors

36.33 ct Colombian emerald



EDELSTEIN-BERICHT · RAPPORT DE PIERRE PRECIEUSE GEMSTONE REPORT

0804917

36,33 ct

octagonal

transparent

09 April 2008

Datum - Date - Date

Gegenstand - Objet - Item One faceted geniston

Gewicht - Poids - Weight

Schliff · Taille · Cut Form Forme Shape

Stil Style Style

Abmessungen Dimensions Measurements

Transparenz - Transparence - Transparency

Earlie - Couleur - Colour

IDENTIFIKATION - IDENTIFICATION

Spezies · Espèce · Species NATURAL BERYL

24.46 x 20.97 x 10.16 mm

Varietät - Variété - Variety

EMERALD

Gemmological testing revealed characteristics consistent with those of emeralds originating from

Colombia

Bemerkungen Commentaires Comments

Indications of minor clarity enhancement. Natural emeralds are commonly clarity enhanced.

Anna Malsy, M.Sc.

GEMMOLOGISCHES LABOR · LABORATOIRE GEMMOLOGIQUE · GEMMOLOGICAL LABORATORY Maihofstrasse 102 - 6006 Lucerne - Switzerland - Tel. (41) 41 - 429 17 17 - Fax (41) 41 - 429 17 34

Sonia Cherchi, M.Sc., FGA

Wichtige Anneckongen und Einschrünkungen auf der Rückseite - Remarques au verso - Important notes and limitations on the reverso

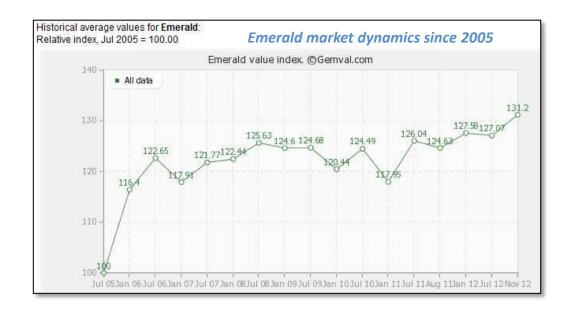
- Emeralds belong to beryl group
- In the process of Precious Stones formation inclusions, such as air bubbles, cavities, fluid inclusions, may occur. These inclusions in emeralds are known as jardin (garden)
- If a micro crack reaches the surface of a Precious Stones, it is filled with cedar oil. This is a common practice. Uncut stones are rare
- The best emeralds are those from Colombia, they are much more expensive than the other
- It is necessary to process tens of thousands of cubic meters of ground to obtain a collector's quality emerald

Three-phase inclusion that features the Colombian emeralds, 100x zoom





Emeralds: investment opportunities





- ▼ The growing popularity of Colombian emeralds causes increased demand and price
- ✓ It is better to purchase good quality emeralds with minor degree of treatment



The most expensive emeralds of our time



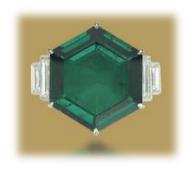
Cushion cut emerald brooch (Colombia)

Weight 26.41 ct
Sold December 13, 2011 at Christie's in New York
Price: 6,578,500 US dollars (280,000 US dollars per carat)
The record emerald price per carat
at auction



Pentagonal cut emerald ring (Muzo, Colombia)

Weight 12.01 ct
Sold November 15, 2011 at Sotheby's in Geneva
Price: 1,440,219 US dollars (119,000 US dollars per carat)
The previous record price per emerald carat
at auction



Hexagonal cut emerald ring (Colombia)

Weight 18.86 ct
Sold November 13, 2012 at Christie's in Geneva
Price: 1,142,806 US dollars (60,600 US dollars per carat)
The record emerald price achieved at auction
in 2012



Investment portfolio for 500,000 USD

Weight	Form	Characteristics	Cost, USD		
Diamonds					
2.06	Round	F/VS1	39,600.00		
2.04	Round	F/VS2	32,500.00		
4.06	Rectangular	Fancy Yellow	42,630.00		
1.60	Pear-shape	Fancy Brown Pink	40,800.00		
3.09	Round	F/VVS2	122,130.00		
		Total Diamonds 277,660.00			
Rubies					
2.03	Oval, diamond / trap-cut	Mozambique, with no heat treatment	6,000.00		
2.02	Oval, diamond / trap-cut	Mozambique, with no heat treatment	6,000.00		
2.04	Cushion, diamond / trap-cut	Mozambique, with no heat treatment	6,500.00		
2.01	Cushion, diamond / trap-cut	Mozambique, with no heat treatment	6,400.00		
4.21	Oval, diamond / trap-cut	Mozambique, with no heat treatment	50,520.00		
4.03	Oval, diamond / trap-cut	Mozambique, with no heat treatment	32,240.00		
		Total Rubies	107,660.00		
Sapphire	25				
10.69	Pear-shape	With no heat treatment and with colour change	24,600.00		
5.79	Cushion, diamond / trap-cut	No heat treatment	26,000.00		
		Total Sapphires	50,600.00		
Emerald	S				
4.01	Rectangular / emerald cut	Colombia, imperceptible treatment	17,850.00		
4.00	Rectangular / emerald cut	Colombia, imperceptible treatment	17,800.00		
3.33	Pear-shape	Colombia, imperceptible treatment	26,620.00		

Total Emeralds 62,270.00

Investment portfolio cost 498,190.00



Investment portfolio for 1,000,000 USD

Weight	Form	Characteristics	Cost, USD
Diamor	nds		
2.06	Round	F/VS1	39,600.00
2.04	Round	F/VS2	32,500.00
4.06	Rectangular	Fancy Yellow	42,630.00
1.60	Pear-shape	Fancy Brown Pink	40,800.00
3.09	Round	F/VVS2	122,130.00
3.04	Pear-shape	Fancy Yellow	31,900.00
2.77	Pear-shape	Fancy Yellow	29,100.00
		Total Diamonds	338,660.00
Rubies			
2.03	Oval, diamond / trap-cut	Mozambique, with no heat treatment	6,000.00
2.02	Oval, diamond / trap-cut	Mozambique, with no heat treatment	6,000.00
2.04	Cushon	Mozambique, with no heat treatment	6,500.00
2.01	Cushon	Mozambique, with no heat treatment	6,400.00
4.21	Oval, diamond / trap-cut	Mozambique, with no heat treatment	50,520.00
4.03	Oval, diamond / trap-cut	Mozambique, with no heat treatment	32,240.00
3.04	Oval, diamond / trap-cut	Mozambique, with no heat treatment	9,000.00
3.03	Oval, diamond / trap-cut	Mozambique, with no heat treatment	9,000.00
3.03	Oval, diamond / trap-cut	Mozambique, with no heat treatment	9,100.00
2.40	Oval, diamond / trap-cut	Mozambique, with no heat treatment	5,560.00
2.35	Oval, diamond / trap-cut	Mozambique, with no heat treatment	5,450.00
		Total Rubies	145,770.00
Sapphii	res		
10.69	Pear-shape	With no heat treatment and with colour change	24,600.00
5.79	Cushion, diamond / trap-cut	No heat treatment	26,000.00
6.77	Oval	No heat treatment	54,000.00
9.32	Cushion, diamond / trap-cut	No heat treatment	93,200.00
6.39	Oval	No heat treatment	50,980.00
		Total Sapphires	248,780.00
meral	ds		
4.01	Rectangular / emerald cut	Colombia, imperceptible treatment	17,850.00
4.00	Rectangular / emerald cut	Colombia, imperceptible treatment	17,800.00
3.33	Pear-shape	Colombia, imperceptible treatment	26,620.00
3.57	Pear-shape	Colombia, imperceptible treatment	35,800.00
3.77	Pear-shape	Colombia, imperceptible treatment	33,900.00
		Total Emeralds	
Alexano	drites		
6.51	Oval	Brazil	106,760.00

Investment portfolio cost 971,940.00



Investment portfolio for 3,500,000 USD

Weight	Form	Characteristics	Cost, USD
Diamor	nds		
2.06	Round	F/VS1	39,600.00
2.04	Round	F/VS2	32,500.00
4.06	Rectangular	Fancy Yellow	42,630.00
1.60	Pear-shape	Fancy Brown Pink	40,800.00
3.09	Round	F/VVS2	122,130.00
3.04	Pear-shape	Fancy Yellow	31,900.00
2.77	Pear-shape	Fancy Yellow	29,100.00
5.04	Pear-shape	Fancy Orangy Pink	662,500.00
2.54	Round	D/IF	130,000.00
2.55	Round	D/IF	130,450.00
10.33	Round	F/VS1	1,057,800.00
			s: 2,319,410.00
ubies			
2.03	Oval, diamond / trap-cut	Mozambique, with no heat treatment	6,000.00
2.02	Oval, diamond / trap-cut	Mozambique, with no heat treatment	6,000.00
2.04	Cushon	Mozambique, with no heat treatment	6,500.00
2.01	Cushon	Mozambique, with no heat treatment	6,400.00
4.21	Oval, diamond / trap-cut	Mozambique, with no heat treatment	50,520.00
4.03	Oval, diamond / trap-cut	Mozambique, with no heat treatment	32,240.00
3.04	Oval, diamond / trap-cut	Mozambique, with no heat treatment	9,000.00
3.03	Oval, diamond / trap-cut	Mozambique, with no heat treatment	9,000.00
3.03	Oval, diamond / trap-cut	Mozambique, with no heat treatment	9,100.00
2.40	Oval, diamond / trap-cut	Mozambique, with no heat treatment	5,560.00
2.35	Oval, diamond / trap-cut	Mozambique, with no heat treatment	5,450.00
5.04	Oval, diamond / trap-cut	Mozambique, with no heat treatment	120,000.00
		Total Rubie	es 265,770.00
apphii	res	Magilian I. and Magilian I. an	
10.69	Pear-shape	With no heat treatment and with colour change	24,600.00
5.79	Cushion, diamond / trap-cut	No heat treatment	26,000.00
5.77	Oval	No heat treatment	54,000.00
9.32	Cushion, diamond / trap-cut	No heat treatment	93,200.00
5.39	Oval	No heat treatment	50,980.00
	Ovai	Total Sapphire	
meral	ds		,
4.01	Rectangular / emerald cut	Colombia, imperceptible treatment	17,850.00
4.00	Rectangular / emerald cut	Colombia, imperceptible treatment	17,800.00
3.33	Pear-shape	Colombia, imperceptible treatment	26,620.00
3.57	Pear-shape	Colombia, imperceptible treatment	35,800.00
3.77	Pear-shape	Colombia, imperceptible treatment	33,900.00
13.56	Cushion	Colombia, imperceptible treatment	203,400.00
			ls 335,370.00
lexand	drites		
6.51	Oval	Brazil	106,760.00
8.76	Oval	Express colour change	175,200.00
		Total Alexandrite	s 281 960 00

Investment portfolio cost 3,451,290.00

