

VIRTUAL INVENTORY ALLOWS STOREFRONT RETAILERS THE ABILITY TO COMPETE WITH BIG BOX STORES

Our commitment to our retail partners means that we will never list our diamonds for sale through an online portal. Instead, we bring the online portal to you by offering you access to our professional and huge inventory of diamonds.

In focus groups, our clients shared that it's a struggle to stay competitive with the massive inventories and easy access available through retailers like Amazon, Blue Nile, and James Allen.

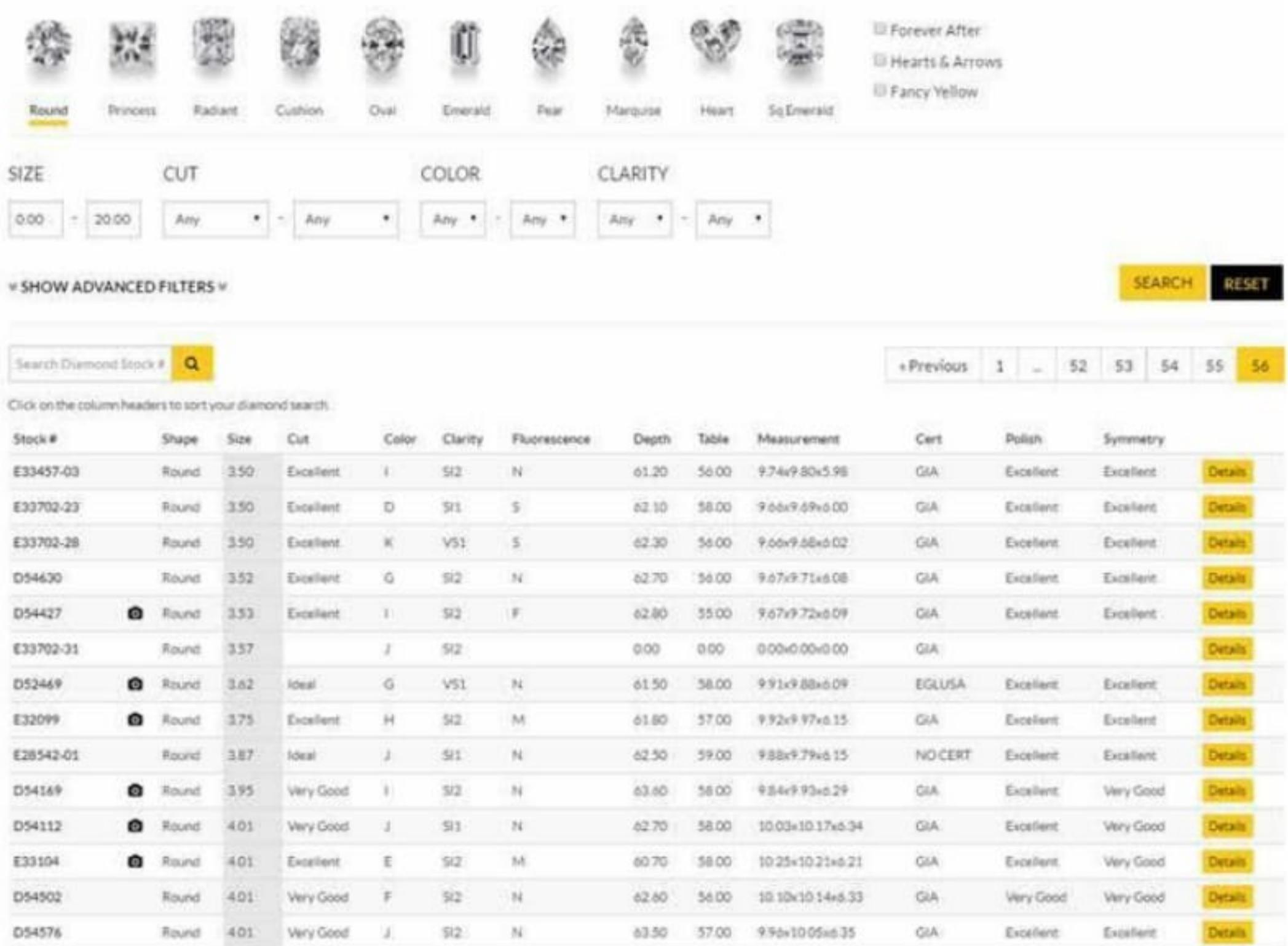
By partnering with us, you will be able to direct customers to your own massive online inventory through a branded portal of your website, giving you the edge you need take a bigger share of the market.

It's like having a personal Big Box store at your fingertips. You deliver the expertise your brand has delivered for years. We'll deliver the tools you need to sell more diamonds.

Showing customers the range of diamonds in our \$70 million inventory means even the smallest jewelry store can have the same massive credibility of a larger establishment. No matter what stage of growth your retail jewelry store is, Diamond Hunt instantly connects you with inventory.

GN's database of diamonds include as much information about each individual piece as possible. Each item has a stock number, and lists information such as shape, size, cut, clarity, fluorescence, depth, table, measurement, certification and symmetry. The database also includes pricing breakdowns to save you time.

SEARCH DIAMONDS



The screenshot shows a search interface for diamonds. At the top, there are icons for various diamond shapes: Round, Princess, Radiant, Cushion, Oval, Emerald, Pear, Marquise, Heart, and Sq. Emerald. Below these are dropdown menus for SIZE (0.00 to 20.00), CUT (Any), COLOR (Any), and CLARITY (Any). To the right, there are checkboxes for 'Forever After', 'Hearts & Arrows', and 'Fancy Yellow'. A 'SEARCH' button and a 'RESET' button are at the bottom right. Below the filters is a table with 16 rows of diamond stock data. The columns are: Stock #, Shape, Size, Cut, Color, Clarity, Fluorescence, Depth, Table, Measurement, Cert, Polish, and Symmetry. Each row contains a 'Details' button. The table is paginated with '1', '52', '53', '54', '55', and '56' at the bottom right.

| Stock # | Shape | Size | Cut | Color | Clarity | Fluorescence | Depth | Table | Measurement | Cert | Polish | Symmetry | Details |
|-----------|-------|------|-----------|-------|---------|--------------|-------|-------|------------------|---------|-----------|-----------|---------|
| E33457-03 | Round | 3.50 | Excellent | I | S1 | N | 61.20 | 58.00 | 9.74x9.80x5.98 | GIA | Excellent | Excellent | Details |
| E33702-23 | Round | 3.50 | Excellent | D | S1 | S | 62.10 | 58.00 | 9.66x9.69x6.00 | GIA | Excellent | Excellent | Details |
| E33702-28 | Round | 3.50 | Excellent | K | V51 | S | 62.30 | 58.00 | 9.66x9.69x6.02 | GIA | Excellent | Excellent | Details |
| D54630 | Round | 3.52 | Excellent | G | S1 | N | 62.70 | 58.00 | 9.67x9.71x6.08 | GIA | Excellent | Excellent | Details |
| D54427 | Round | 3.53 | Excellent | I | S1 | F | 62.80 | 58.00 | 9.67x9.72x6.09 | GIA | Excellent | Excellent | Details |
| E33702-31 | Round | 3.57 | | J | S1 | | 60.00 | 58.00 | 9.66x9.66x6.00 | GIA | | | Details |
| D52469 | Round | 3.62 | Ideal | G | V51 | N | 61.50 | 58.00 | 9.91x9.88x6.09 | EGLUSA | Excellent | Excellent | Details |
| E32099 | Round | 3.75 | Excellent | H | S1 | M | 61.80 | 57.00 | 9.92x9.97x6.15 | GIA | Excellent | Excellent | Details |
| E28542-01 | Round | 3.87 | Ideal | J | S1 | N | 62.50 | 59.00 | 9.88x9.79x6.15 | NO CERT | Excellent | Excellent | Details |
| D54169 | Round | 3.95 | Very Good | I | S1 | N | 63.60 | 58.00 | 9.84x9.93x6.29 | GIA | Excellent | Very Good | Details |
| D54112 | Round | 4.01 | Very Good | J | S1 | N | 62.70 | 58.00 | 10.03x10.17x6.34 | GIA | Excellent | Very Good | Details |
| E33104 | Round | 4.01 | Excellent | E | S1 | M | 60.70 | 58.00 | 10.25x10.21x6.21 | GIA | Excellent | Very Good | Details |
| D54502 | Round | 4.01 | Very Good | F | S1 | N | 62.60 | 58.00 | 10.10x10.14x6.33 | GIA | Very Good | Very Good | Details |
| D54576 | Round | 4.01 | Very Good | J | S1 | N | 63.50 | 57.00 | 9.96x9.05x6.35 | GIA | Excellent | Excellent | Details |

A wide range of filters makes it fast and easy for customers to find what they are looking for. Customers who have taken the time to conduct some research with the database through your website will be more qualified and have a better understanding of the jewelry they want.

Customers can browse our stock directly on your web page for a seamless experience that feels like one company.

Despite GN Diamond's comprehensive suite of tools, we will never pass along the costs associated with our resources to our retail partners. We understand the secret to a good partnership: when your company succeeds, our company succeeds. Instead of charging an access fee to our clients, we have an old school approach. In short, we want to help you sell more diamonds.