

# GN DIAMOND: WE HELP OUR PARTNERS SELL MORE DIAMONDS

Selling diamonds is more than a transaction. Every diamond has a story, and bringing those stories to life is critical to the unique customer experience your brand delivers.

**GN Diamond believes in providing retailers with the tools to sell more diamonds through customer life experiences.**

For over 35 years, GN has remained loyal to retail partners and has never featured diamonds on internet portals. As a testament to how dedicated we are, we have turned down offers from Blue Nile 12 times.

Our diamonds are in the top 10% of all the world's diamonds for brightness and gentle inclusions, and we use third party validation to prove it. Sarine is the world's leading developer of technology for the diamond industry, and by using their third party validation we can have confidence that our diamonds are world class and provide more buyer education than ever before.

Our brand new virtual reality initiative presents the journey that each diamond must take, starting in the Russian diamond mine where it was first unearthed. Adding a virtual reality headset makes this experience completely immersive for customers.

The imaging provided by Sarine paired with virtual reality immersion turns jewelry shopping into a unique life experience. We help our partners sell more diamonds by offering these tools, so there's no need to pass any costs associated with developing the tools on to our customers. We are helping you to succeed, because we can both succeed.

GN is a leader of innovation in the diamond industry as well as the top four largest wholesalers of GIA diamonds on Rapnet.

**RONE REGENCY**  
JEWELERS - EST. 1944

“ Maryann, Asaf & his team have done a great job in building a broad range of inventory in quality & sizes. Free shipping. Very friendly staff in EVERY DEPT (thank you Ellen Short) . Quick to response to every call. The number one reason to buy from GN Diamond is Maryann & Ellen!! Thanks Asaf.

**Bob Mason**  
Rone Regency Jewelers

**MITCHUM JEWELERS**  
Brilliant Ideas Since 1965

“ When you work with GN Diamonds, you're not just doing business with them, but you're becoming a part of their family. I love the energetic atmosphere that comes along with GN. I'm always highly motivated to keep growing our diamond business after dealing with GN Diamonds! Thanks.

**Randy Mitchum**  
Mitchum Jewelry Co.



# GN HAS SOLUTIONS FOR YOUR PRESSING CUSTOMER PAINS

GN conducts focus groups and surveys as part of an ongoing process to offer the most cutting edge solutions to our retail partners. We understand that jewelry stores today have a need to distinguish themselves against not only Big Box competitors, but also internet giants who claim to make diamond-buying cheap and easy.

**Our exclusive diamond stories give customers a more personal encounter with each diamond.**

Virtual reality helps them feel connected to the process that makes the diamonds so beautiful. 3D imaging and authentication make buyer education easy. This technology helps explain why two GSI 1 ct diamonds are not the same, and why certain diamonds are brighter than others.

Using Sarine Technology as part of their sales presentation has helped our retail partners:

- Increase Diamond Sales By 15%
- Simplify Highlighting A Diamond's Inclusions
- Increase Consumer Confidence



## CUSTOMERS ARE NERVOUS ABOUT JEWELRY SALES

Potential customers have a very low tolerance for risk. That is to say, people coming into your shop already believe that you might try to rip them off. Most customers lack experience buying jewelry and don't really understand the value of a diamond, which translates to you spending half the sale defending the price. Offering life experience tools like virtual reality gives customers a more robust understanding of what goes into making a diamond perfect.



## CUSTOMERS LACK PROPER JEWELRY EDUCATION

A customer might not understand which rating is preferred or might be unable to tell one diamond from another. Customers want to be told which diamonds are good, but they don't trust the information you share if it feels like a sales pitch. Our extensive database of diamonds and our exclusive "diamond story" make it easy to understand each diamond's unique specifications without giving the customers a "sales" feel.



## CUSTOMERS WON'T USE A DIAMOND LOUPE

To the layperson, a loupe is an intimidating instrument. Our 3D imaging creates a virtual loupe that customers can use in a way that is more intuitive to the average person. Offering this service helps customers feel more engaged with the diamonds they are inspecting, and closer to the diamond they ultimately purchase.



# CASE STUDY: MEYERS JEWELERS OF COLUMBUS, OHIO SINCE 1966

Meyers Jewelers in Columbus, Ohio, has been a family owned business serving the area since 1966. Their success over the years has been partially due to their focus on providing the finest pieces of jewelry and remaining experts in the industry. They pride themselves on their highly-trained staff who can educate customers and make recommendations. In fact, Meyers Jewelers has had such success that they are one of the leading bridal stores in the Midwest.

## CHALLENGES FACED

The rise of ecommerce diamond websites such as James Allen and Blue Nile began affecting Meyers' clientele. Customers could use these websites to see details of individual diamonds on demand and were willing to skip the retail store experience in favor of an all-digital diamond purchase. Meyers Jewelers needed a way to offer similar technology while still being able to differentiate themselves as a brick and mortar store filled with experts.

By implementing the tools offered through GN Diamond, Meyers began connecting customers and diamonds through life experience. The easy and intuitive Sarine Technology tools made it easy for Meyers' customers to learn more about

diamonds and look at individual inclusions and other unique characteristics. The ability to explore an inventory of diamonds without speaking to a salesperson gave customers more control over their buying experience than ever before.

## END RESULTS

Adding these tools enabled the jewelry store to meet the changing needs of their customers and offer services on par with an internet-only storefront.

However, unlike Big Box stores or digital inventory competitors, Meyers was able to stand behind that technology with over 200 years of combined jewelry store experience in-shop.

As a result, Meyers has sold more diamonds and regained a portion of the market share that would have otherwise gone to companies like Blue Nile. Customers who come into the store are more likely to have done online research before coming into the store. This means that customers are more qualified to make a purchase and have a better idea of what they are looking for.



# VIRTUAL REALITY TELLS THE JOURNEY OF EVERY DIAMOND

GN Diamond is proud to unveil a virtual reality experience that will immerse your clients in the story of the diamond they will buy.

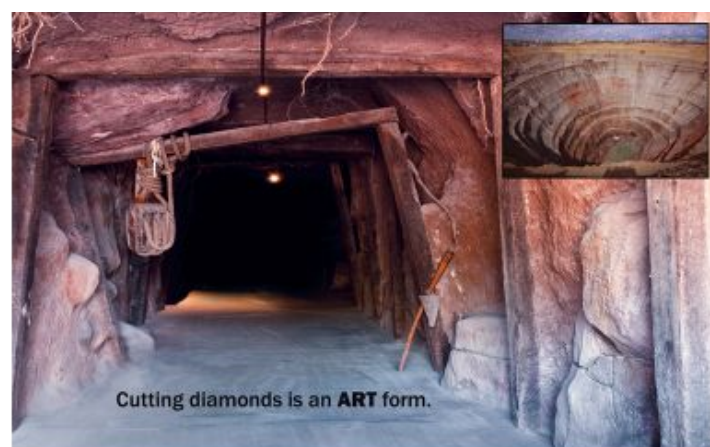
Jewelry stores that have been open since the time before the internet may remember when a family stayed loyal to their jeweler. It used to be that a person trusted their jeweler's reputation and bought exclusively with one store. But our youngest generation of adults has different consumption patterns than their parents.

When Millennials purchase diamond jewelry, they care less about the brand and more about the story of the diamond. Millennials seek to have a deeper understanding of the objects around them. The brand loyalties of their parents do not interest them. Rather, they hunt for life experiences.

Virtual reality can bridge the gap between the way retailers have been doing business for decades and the life experiences that Millennials consumers crave.

Our innovative virtual diamond story can be used with or without a VR headset. We will send our partners a link to the virtual reality story that should be viewed on the YouTube app. Once the video has loaded, users will be able to move their phone or iPad in all directions to view the footage as if they were standing there.

This unique experience helps customers feel more connected to the diamonds, more personally invested in them. Understanding the journey that each diamond takes gives customers a greater appreciation for the stone they are purchasing. For Millennials in particular, this virtual reality experience gives them the abstract background they are seeking.



Virtual reality helps retailers compete with internet-based retailers. When items are available for purchase on Amazon, Blue Nile, or other internet-based retailers, the technology of the website makes the sales pitch less invasive, easier to navigate, and flexible to the interests of the customer.

The tech tools implemented by GN give our retail partners the ability to compete in that atmosphere created by online retailers. Virtual reality plus diamond story creates informed, qualified, and interested customers.

# SARINE TECHNOLOGY OFFERS A SUITE OF TOOLS TO HELP OUR RETAIL PARTNERS SELL MORE DIAMONDS

GN Diamond is proud to partner with Sarine as part of our commitment to innovation and the success of our retail partners.

Sarine is the world's leading developer of technology for the diamond industry. We use Sarine technology a number of different ways: third party validation, 3D loupe, and accessibility to anyone with a computer or device.



## THIRD PARTY VALIDATION

For the first, Sarine technology can rate the brilliance of a diamond. This technology gives us the ability to prove that our diamonds are brighter and have more sparkle than generic diamonds. Rating the brilliance and sparkle takes into consideration each individual inclusion and its placement within the stone. This results in an objective classification that proves our marketing claims: that ours are the most brilliant diamonds in the world.



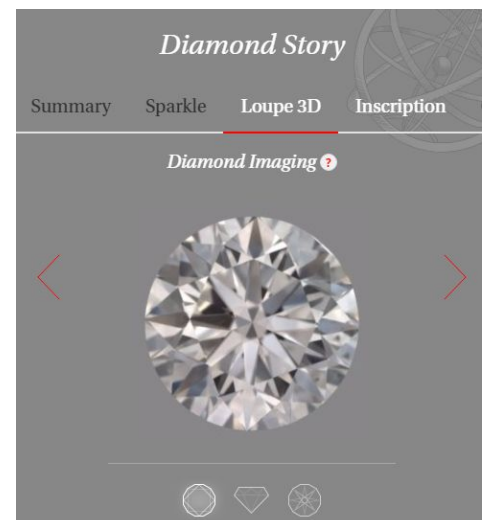
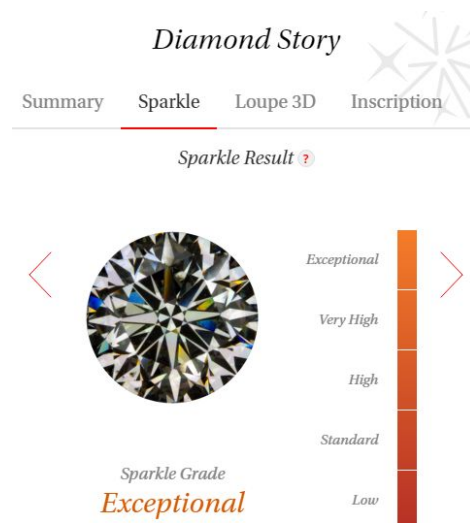
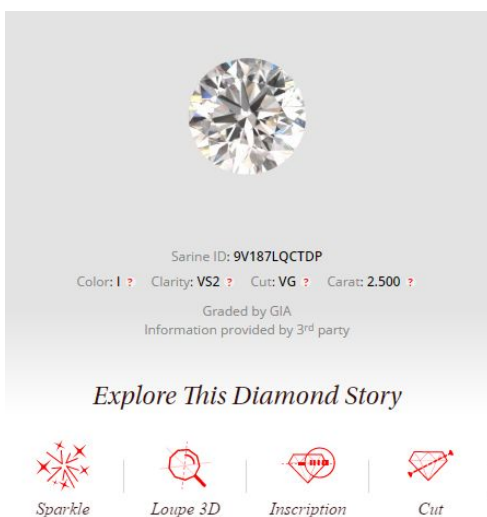
## 3D LOUPE

Sarine's 3D loupe technology gives an honest and completely accurate representation of each diamond. Users can quickly compare diamonds and see what makes one stone different from another. Like never before, potential customers will be able to see information on details such as inclusions that the average person shopping for a diamond might not be able to see. Instead of fumbling with the sensitive and intimidating loupe, customers will see a flawless digital image in an easy-to-use, in browser app.



## ACCESSABILITY

All of the information that Sarine technology makes available can be retrieved on any computer, laptop, smartphone, or tablet. The accessibility of the data is one of the crucial aspects that helps retail stores compete with the "open 24-hour" internet-based retailer.



# 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



SIZE: 0.00 - 20.00 CUT: Any COLOR: Any CLARITY: Any

SHOW ADVANCED FILTERS

SEARCH RESET

Stock #	Shape	Size	Cut	Color	Clarity	Fluorescence	Depth	Table	Measurement	Cert	Polish	Symmetry	
E33457-03	Round	3.50	Excellent	I	S2	N	61.20	56.00	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	VSI	S	62.30	56.00	9.66x9.68x6.02	GIA	Excellent	Excellent	Details
D54630	Round	3.52	Excellent	G	S2	N	62.70	56.00	9.67x9.71x6.08	GIA	Excellent	Excellent	Details
D54427	Round	3.53	Excellent	I	S2	F	62.80	55.00	9.67x9.72x6.09	GIA	Excellent	Excellent	Details
E33702-31	Round	3.57		J	S2		63.00	55.00	9.69x9.70x6.10	GIA			Details
D52469	Round	3.62	Ideal	G	VSI	N	61.50	58.00	9.91x9.88x6.09	EGLUSA	Excellent	Excellent	Details
E32099	Round	3.75	Excellent	H	S2	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	S2	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	S2	M	60.70	58.00	10.25x10.21x6.21	GIA	Excellent	Very Good	Details
D54902	Round	4.01	Very Good	F	S2	N	62.60	56.00	10.10x10.14x6.33	GIA	Very Good	Very Good	Details
D54376	Round	4.01	Very Good	J	S2	N	63.50	57.00	9.96x10.05x6.35	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.

