

# DE BEERS

De Beers is the world's leading diamond company. It generates about 35%, by value, of global rough diamond production from operations in South Africa, Botswana, Namibia and Canada, and has unrivalled diamond distribution, sales and marketing operations.

## OUR BUSINESS

- De Beers owns 50% of Debswana Diamond Company and 50% of Namdeb Diamond Corporation, together with the Government of the Republic of Botswana (GRB) and the Government of the Republic of Namibia (GRN) respectively.
- De Beers owns 74% of South African-based De Beers Consolidated Mines Limited, with broad-based BEE consortium, Ponahalo Group, holding the balance.
- The Diamond Trading Company (DTC) is De Beers' 100%-owned rough diamonds and sales distribution arm. De Beers also has a 50% interest in diamond trading companies with the GRB and GRN.
- De Beers is involved in diamond retail through De Beers Diamond Jewellers, an independently managed retail joint venture with Moët Hennessy Louis Vuitton, and Forevermark, its proprietary diamond brand.
- Element Six is De Beers' synthetic industrial diamond supermaterials business.

## OUR OPERATIONS

- In Botswana, Debswana operates four of the world's most high-value diamond mines – Jwaneng, Letlhakane, Orapa and Damtshaa.
- In South Africa, De Beers Consolidated Mines operates four mines – Kimberley, Namaqualand<sup>1</sup>, Voorspoed and Venetia.
- In Canada, Snap Lake in the Northwest Territories and Victor in

Ontario are De Beers' first mines outside southern Africa.

- Namdeb operates three mining areas in Namibia – Elizabeth Bay, Orange River and Mining Area 1.
- De Beers Marine Namibia is the world leader in sea-based diamond mining and mines the ocean floor off the south-west coast of Namibia in the Atlantic 1 licence area at depths of up to 140 metres.

## OUR PROJECTS

- Debswana commenced the Cut-8 extension project at Jwaneng mine in 2010.
- Cut-8 represents the largest ever mining investment in Botswana and is expected to extend the life of mine to at least 2025.
- 100 million carats of high quality diamonds are expected from the extended life at Jwaneng.
- The Cut-8 extension is expected to create about 1,400 new jobs.

<sup>1</sup> In process of being sold

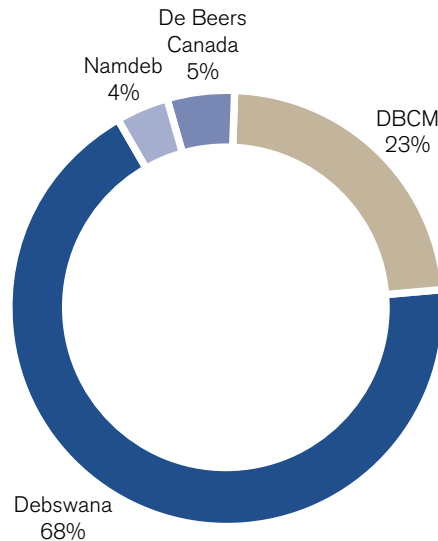


Jwaneng mine, Botswana

## OUR DIAMONDS

- Rough or uncut diamonds are broadly classified either as gem or industrial quality diamonds.
- Up to two-thirds of the world's diamonds by value originate from southern and central Africa, while significant sources have been discovered in Russia, Australia and Canada.
- Through its diamond trading companies, De Beers and its partners supply clients (known as Sightholders) with parcels of rough diamonds aligned to their respective cutting and polishing needs.
- 33 million carats were recovered from De Beers' wholly owned and joint venture operations in 2010 – up 34% on 2009.
- In 2010, revenue from rough diamond sales by the DTC, including those through joint ventures, rose by 57% to \$5.1 billion, due to higher consumer demand.

## 2010 PRODUCTION BY COUNTRY



Forevermark jewellery



## OUR PEOPLE & COMMUNITIES

- De Beers employs more than 16,000 people in 20 countries.
- All De Beers' diamonds are certified conflict free and are produced in full compliance with national and international law, the Kimberley Process and De Beers' Best Practice Principles Assurance Programme.
- In 2010, De Beers paid \$1.1 billion in taxes and royalties to governments in Africa.
- Free and confidential HIV testing and access to Anti-Retroviral Treatment and wellbeing programmes is provided to all affected staff and to their spouses or life partners. In 2010, 1,652 employees and their families in Botswana, Namibia and South Africa received ART.
- De Beers spent US\$29.8 million globally on community social investment (including contractually mandated initiatives and in-kind benefits) in 2010.
- De Beers Zimele is applying Anglo American's internationally recognised small business support model, funding 45 projects in Kimberley, South Africa.



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**Real Mining. Real People. Real Difference.**