

DE BEERS GLOBAL SIGHTHOLDER SALES

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Inspecting a selection of rough diamonds

THE GLOBAL SIGHTHOLDER SALES (GSS) VISIT – WHAT YOU WILL SEE TODAY

A tour of the world's leading rough diamond sorting and distribution facility, including visits to key diamond areas:

- Canadian production sorting
- 'TechSort' (sorting area using De Beers' proprietary technology)
- Large stones

We will also provide you with a chance to see our leading synthetic detection equipment in action:

- DiamondSure
- DiamondView
- Automated Melee Screening device (AMS)
- PhosView



BACKGROUND TO GSS

- After developing an international network of Diamond Trading Company (DTC) operations to support producer countries' beneficiation objectives, GSS relocated to Gaborone in November 2013 as part of the current Botswana Sales Agreement
- The relocation was delivered ahead of time, within budget and included the building of a new Sight floor
- GSS recently celebrated its 30th Sight in Gaborone
- De Beers delivering increased industry professionalisation through:
 - Improved distribution efficiency
 - Introduction of De Beers' Best Practice Principles (BPPs) to govern business ethics
 - Driving greater financial robustness and transparency through customer financial compliance requirements

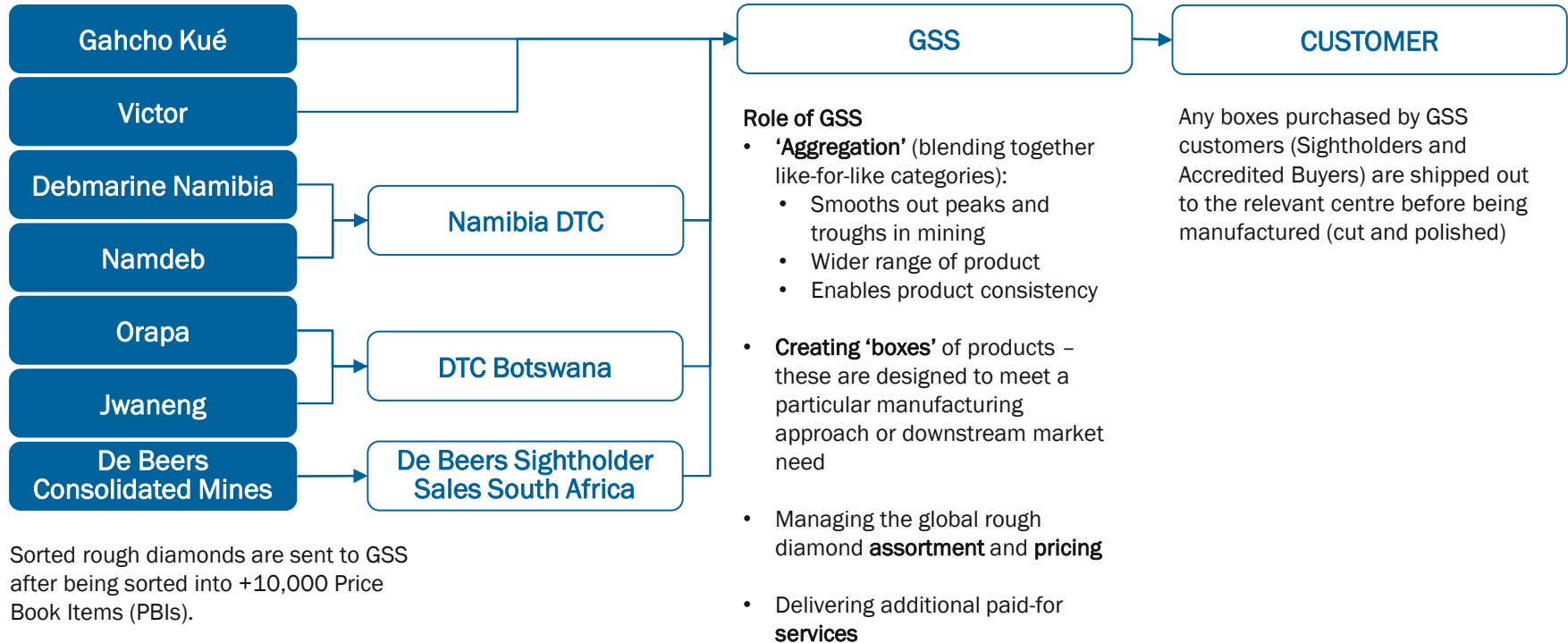


SIGHTHOLDER

OF THE DE BEERS GROUP OF COMPANIES

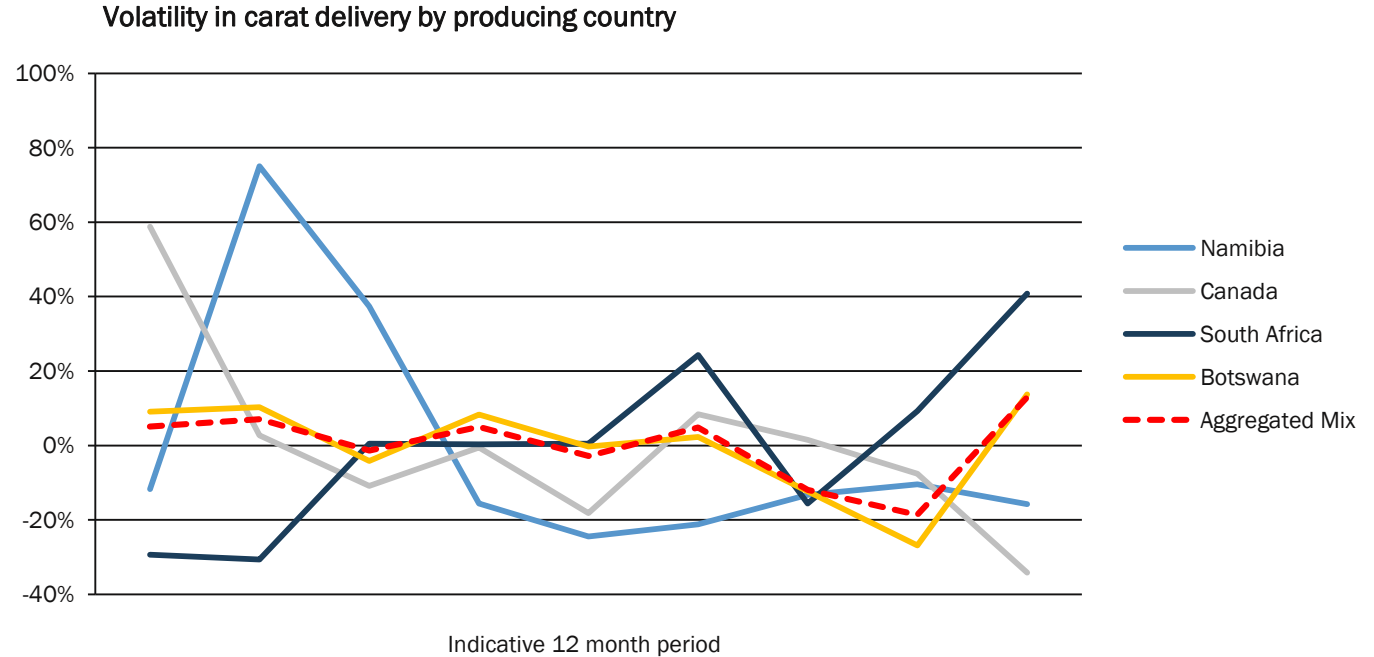


THE ROLE OF GSS

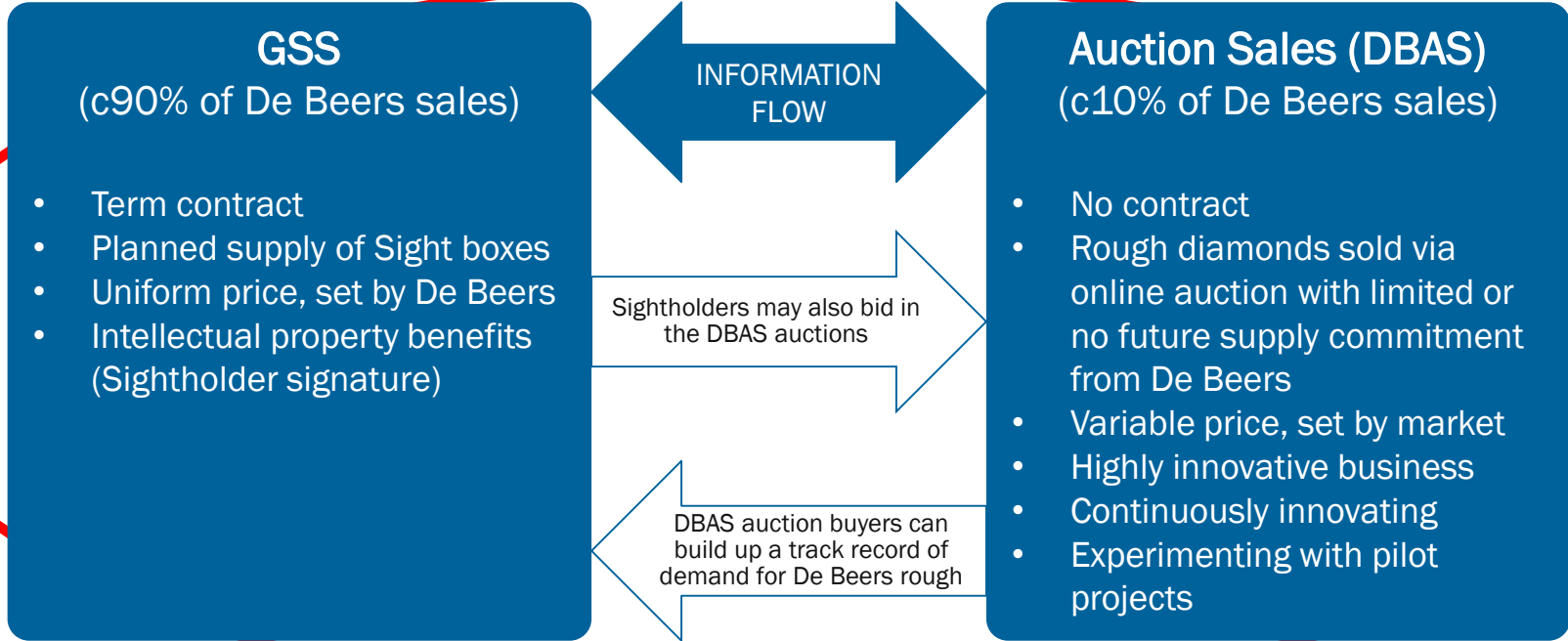


BENEFITS OF AGGREGATION

- Smooths out peaks and troughs in mining
- More consistent offering for more of the production
- Wider range of product
- Mitigates volatility



INTEGRATED SALES OPTION

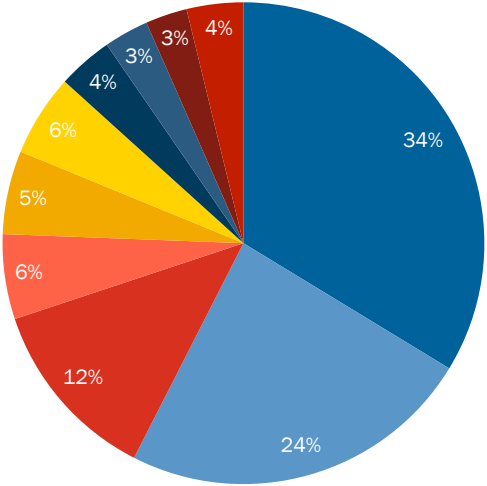


GSS CUSTOMERS OPERATE IN ALL STAGES OF THE DIAMOND VALUE CHAIN

GSS rough sales by client location 2015, by value

Primary Model	Rough Dealing	Preparing	Cutting & Polishing	Polished Wholesale	Jewellery Manufacturing	Jewellery Wholesale	Retail	Sightholders*
Dealers	■							4%
Dealers/Preparers	■	■						4%
Dealers/Cutting & Polishing	■	■	■	■				17%
Dealers/Cutting & Polishing/Jewellery Manufacturing	■	■	■	■	■	■		9%
Cutting & Polishing		■	■	■				15%
Cutting & Polishing/Jewellery Manufacturing		■	■	■	■	■		37%
Cutting & Polishing/Jewellery Manufacturing /Retail		■	■	■	■		■	4%
Retailers		■	■	■	■		■	11%

* % based on number of customers



- India
- Belgium
- Botswana
- South Africa
- Switzerland
- Israel
- Namibia
- UAE
- US
- Other