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## PRESS RELEASE

# Chaumet Introduces Fully Traceable 'Bee My Love' Pendant Using Sarine's Diamonds Journey™ Traceability

## Fully traceable diamonds empowered by Sarine's data-based solution adopted by LVMH's prestigious jewelry brand

**24 September 2024** – Singapore Exchange Mainboard (SGX), Sarine Technologies Ltd ("Sarine" and along with its subsidiaries "the Group") (U77:SI), a worldwide leader in the development, manufacturing, marketing and sale of precision technology products for the evaluation, planning, processing, measurement, grading and trading of diamonds and gems, is pleased to announce its collaboration with Chaumet, the flagship luxury jewelry brand of LVMH, to provide fully traceable diamonds for the newly introduced 'Bee My Love' pendant necklace.

The 'Bee My Love' pendant, a key new piece in Chaumet's iconic collection, features a fully-traceable Taille Impératrice ("Empress Cut"), a proprietary 88-facet hexagonal-shaped diamond. This is the first time in Chaumet's distinguished history that the brand has launched a fully traceable diamond, underscoring its expanding commitment to transparency and sustainability. Each pendant is accompanied by a digital report, accessible via a QR code, that showcases the stone's journey from rough to polished diamond, utilising Sarine's Diamond Journey™ traceability solution.

The detailed report enables consumers to visually follow the various stages of their diamond's creation, offering unprecedented insight into the stone's origin and crafting. Empowered by Sarine's technology, the solution provides a comprehensive and transparent record that answers the growing demand for ethically sourced and verified diamonds. This innovation is aligned with Chaumet's heritage of excellence and craftsmanship, reinforcing its position as a leading brand in the luxury sector.

Chaumet's introduction of fully traceable diamonds using Sarine's state-of-the-art technology marks a new chapter for the brand and, indeed, for the luxury jewelry sector. By integrating traceability, Chaumet offers its clients an enriched experience combining luxury and transparency, marrying tradition with cutting-edge technology.

Sarine's CEO, David Block, noted: "We are thrilled to partner with such an esteemed brand as Chaumet, part of the LVMH Group, and to bring our traceability solution to their iconic 'Bee My Love' collection. As consumers seek greater assurance about the origins of their diamonds, the collaboration underscores Sarine's position at the forefront of the diamond industry, providing data-based, verifiable traceability with minimal operational overhead. This is yet another milestone in our endeavor to support transparency and innovation to the global diamond industry."

### **ABOUT SARINE TECHNOLOGIES**

Established in 1988, Sarine Technologies Ltd. is a worldwide leader in the development and manufacturing of advanced modeling, analysis, evaluation, planning, processing, finishing, grading, and trading systems for diamonds. Sarine products include the Galaxy® family of inclusion and tension mapping systems, rough diamond planning and optimization technologies, laser cutting and shaping tools, laser-marking, inscription, and fingerprinting equipment, automated (AI-derived) Clarity, Color, Cut and light performance grading systems and traceability, visualization and retailing services. Sarine systems have become standard tools in every modern manufacturing plant, properly equipped gemology lab and diamond appraisal business, and are essential aids for diamond polishers, dealers, and retailers. For more information about Sarine and its products and services, visit <http://www.sarine.com>.

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