



PRESS RELEASE

FOR IMMEDIATE RELEASE

Sarine Profile™ Continues Global Expansion with First Entry into Thailand Market

Sarine's light performance digital and printed reports to be adopted for the first time in Thailand by the Aurora Diamond brand

Hod Hasharon, Israel, June 16, 2017 – Singapore Exchange Mainboard-listed Sarine Technologies Ltd ("Sarine" or "the Company" and together with its subsidiaries "the Group") (U77:SI), a worldwide leader in the development, manufacture and sale of precision technology products for the evaluation, planning, processing, finishing and trading of diamonds and gems, is pleased to announce that its Sarine Profile™ light performance reports are being implemented for the first time in Thailand by Aurora Design Co., Ltd.

Headquartered in the heart of Bangkok, Aurora Group has an established presence of over four decades in Thailand with over 200 retail stores nationwide. A subsidiary of Aurora Design Co., Ltd., Aurora Diamond sees importance in enhancing their customers' buying experience by providing comprehensive imaging and grading information of the diamond's quality and beauty, by adopting Sarine's light performance technologies.

Aurora Diamond's decision to adopt our light performance report is another step in the continuous penetration of Sarine's digital retail solution in the Asia Pacific (APAC) region. The Sarine Profile™ light performance report will be provided at Aurora Diamond in addition to the traditional 4Cs documentation. The Sarine Light™ report aspect of the Sarine Profile™ presents an accurate evaluation of the diamond's Cut and its interaction with light, resulting in a light performance grade. Available in digital display or printed format, the Sarine Light™ report provides Aurora Diamond's customers with an in-depth understanding of the diamond's unique beauty, along with a powerful visual experience that enhances the in-store sales process.



Aniwat Srirungthum, CEO of Aurora Group, expressed his intention to strengthen the brand's presence in the diamond business. Aurora Diamond has enjoyed fast expansion in recent years under the supervision of General Manager Ms. Lapatlada Ruetivarangkoon, and the company is committed to maintaining its robust growth momentum in the Thailand market. Ms. Ruetivarangkoon sees solid commitment towards consumer satisfaction as Aurora's key responsibility. "We need to foster the consumers' understanding of diamonds in the Thailand market. I am very delighted to be partnering with Sarine Technologies, to introduce a new advancement in our customers' experience. Our main objective is to be the leader in disseminating diamond knowledge, and giving diamond buyers the understanding that the quality of diamonds is something that can be proven and seen with their own eyes."

David Block, CEO of Sarine, commented that "Sarine Technologies is delighted to be working with Aurora to enhance the in-store diamond sale experience, and equally excited by this opportunity to serve the diamond jewellery retail industry in Thailand. The continued expansion of Sarine Profile™ into Thailand is further proof of consumer demand for technology-based information pertaining to their diamond at the point-of-sale."

About Aurora:

Aurora was founded in 1973 and has an established presence of over four decades as the largest network of over 200 retail stores in Thailand, strategically situated in leading hypermarkets and shopping malls. Aurora Group offers a wide range of gold and diamond jewellery products through its Aurora and Aurora Diamond brands to serve consumer preferences under the slogan "The Precious Gift of Happiness". Aurora offers an extensive range of precious products: Modern Gold (96.5% gold jewellery), Design Gold (75% gold jewellery and pure 99.99% precious mementoes), Aurora Diamond (diamond jewellery), Delight Gold (unredeemed jewelry) and Gold Investment (96.5% and 99.99% gold bullion) for a wide demographic. Aurora Diamond offers an extensive range of diamond jewellery with contemporary design. This includes the innovative Dancing Diamond and Sparkle collections. Aurora Diamond is situated in Aurora shops and Aurora Diamond stores to serve customers nationwide, focusing on quality, value and convenience.



About Sarine Technologies:

Established in 1988, Sarine Technologies Ltd. is a worldwide leader in the development and manufacturing of advanced evaluation, planning, processing, and finishing systems for diamond and gemstone production. Sarine products include diamond Cut, Color and light performance grading tools, the Galaxy™ family of inclusion mapping systems, rough diamond planning optimisation systems, laser cutting and shaping systems, laser-marking and inscription machines and polished diamond visualisation systems. Sarine systems have become standard tools in every properly equipped gemology lab, diamond appraisal business and manufacturing plant, and are essential aids for both diamond dealers and retailers. For more information about Sarine and its products and services, visit <http://www.sarine.com>.

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