



## PRESS RELEASE

FOR IMMEDIATE RELEASE

### Update on Hong Kong International Diamond and Jewellery Shows 28 February – 6 March

- ***Positive sentiment underpinned by improved China buyer demand***
- ***New Sarine Profile™ customers throughout Asia Pacific region***
- ***Indian suppliers see value of Sarine Profile™ - promoting paradigm amongst their retail customers***

**Hod Hasharon, ISRAEL, 07 March 2017** – Singapore Exchange Mainboard-listed Sarine Technologies Ltd ("**Sarine**" or "**the Company**", and 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, grading and trading of diamonds and gemstones, is pleased to update the public on the upbeat diamond and jewellery trade shows in Hong Kong just ended yesterday, 6 March 2017, and very positive feedback on its Sarine Profile™ paradigm.

As evidenced by renewed buyer demand at the just ended concurrent Hong Kong Diamond, Gem and Pearl and Hong Kong International Jewellery shows, business conditions in the diamond industry in the Asia Pacific (APAC) region continued their steady recovery into the beginning of 2017. Show participants expressed their satisfaction from the positive sentiment and better than expected business actually concluded at the shows.



Sarine is pleased to report on very positive feedback on and new interest in its Sarine Profile™ online and in-store marketing and sales experience. Our customers already using the Sarine Profile™ commented very positively on their actual implementations of it and have expressed their intent to not only continue but to expand its use in their businesses to additional lines of products (so called "programs"). Significant progress was made with new potential customers - two major retailers in China, two major retailers in Japan and leading retail chains in South Korea, Thailand and Australia. This in addition to many other new leads, which will, we believe, bear fruit in the months to come.

A very exciting development is the enthusiastic response to the Sarine Profile™ noted amongst Indian manufacturers and suppliers of polished diamonds, who have been exposed to it by virtue of their participation in programs already using it in the APAC region. Indian suppliers have now started promoting the use of Sarine Profile™ to other of their retail customers, even bringing them to our booth at the shows to see and learn about the new paradigm.

The Group is enthusiastic about these new prospects for its offerings in the polished diamond trade and reiterates its expectation to double the number of stones scanned for the Sarine Profile™ this year. "We are seeing interest in the Sarine Profile™ grow significantly compared to a year ago, with increasing momentum from large retailers already utilising our paradigm to enhance their sales programs, as well as from new significant retail chains throughout the region", commented Mr. David Block, COO of the Sarine Group and designated new CEO, as of 1 May 2017. "The involvement and enthusiasm of the Indian suppliers is especially noteworthy", added Mr. Block.

Another interesting anecdote is the demonstration at the Centurion show in the USA by one of our U.S. customers, GN Diamond, a noteworthy wholesale distributor of polished diamonds, of the Sarine Profile™ in a virtual reality application (see <http://news.centurionjewelry.com/articles/view/brand-news-gn-diamond-to-launch-vr-program-frederic-sage-debuts-new-market>)



### **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 essential gemology tools in every properly equipped gem lab, diamond appraisal business and manufacturing plant, and are today considered essential items by both diamond dealers and retailers. For more information about Sarine and its products and services, visit <http://www.sarine.com>.

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