



ORIGINALLUXURY

Extract from ORIGINALLUXURY Technology For Transparency
2nd Edition, March 2024

tracr



DISCLAIMER: *The content of this document and its associated documents is the sole responsibility of the company they are referring to and do not necessarily reflect the views of ORIGINALLUXURY and its members. This content does not constitute and cannot be relied upon as legal advice of any sort and cannot be considered an exhaustive review of legal or regulatory compliance.*

1 The Industry is continuously changing...

Macro events are shaping the Diamond industry. They are forcing changes and adaption at speeds the industry has never seen before.

- Geopolitical events have increased scrutiny and sanctions on diamond origin
- There is an increase in the demand for ethical and sustainable purchases
- Growth in Lab Grown diamonds is increasing challenging the natural diamond industry
- Changes to the industry require us to quickly adapt and react to consumer demands



2 What is Tracr

When Tracr was founded we have a vision to create an open, end-to-end industry platform that creates a diamond attribute and a transaction ledger, delivering value to all industry participants.

Tracr blockchain solution allows for the identification, and hence traceability of diamonds. Along with the record of provenance and the proof of authenticity Tracr aims to create trust between all parties in their diamond supply chain.

Tracr unlocks strategic value for the entire diamond industry through:

- Increased consumer confidence in the product
- Lower financial risk
- Enhanced inter-party trust

Tracr enables participants to answer a growing demand for natural diamonds with ESG credentials by making supply chains transparent and tamper-proof.

Tracr opens up the power of AI and the advantages of blockchain to make natural diamonds truly traceable based on their unique physical attribute-based verification.



3 Why Blockchain

Blockchain is a powerful technology for maintaining a reliable ledger of information and ensuring it can't be tampered with.

The Tracr blockchain underpins everything we do, connecting to the different sources of information on Tracr and storing a unique tamper-proof record for each diamond.

This means when you look at a diamond on Tracr you can be sure that the images and data you are seeing about the diamond are the same ones that were originally recorded against the diamond and are linked to your individual Tracr ID.



4 Tracr Vision & Mission

Vision:

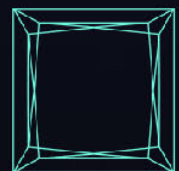
For Tracr™ commercially successful and to be the diamond industry's open, scaled, tamper-proof and end-to-end traceability solution providing a standard for provenance claims, openly governed by industry participants and a platform for digital innovation

Mission:

To provide a foundational platform to help the diamond industry build desire and confidence in natural diamonds by creating an industry wide provenance standard to share a diamonds story from source to client

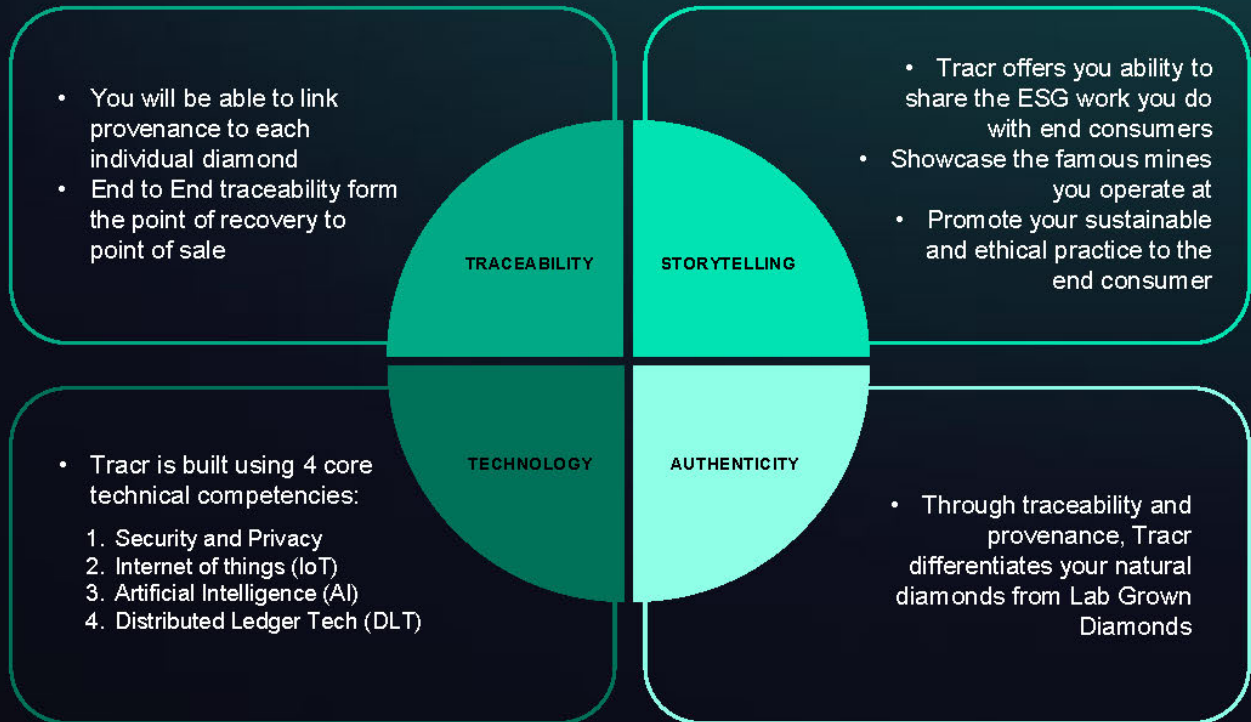
To make a material contribution to the investment De Beers has made in this industry leading platform and by ensuring De Beers Trustmark platforms can leverage the Tracr™ eco-system to create a profitable master brand for De Beers

Enabling an ecosystem for participants to create value enhancing innovation, through data and information sharing and verification across the platform



5 Our Approach

Our solution is underpinned by 4 key pillars: Traceability, Storytelling, Technology and Authenticity.



6 The benefits of a diamond with a Tracr ID

A diamond with a Tracr ID allows to:

Showcase diamond provenance, captured at source and tracked through production

Display to your client the amazing transformation of a natural diamond from its rough form all the way through to the final polished diamond

Allows you to speak in more detail about the positive impact of natural diamonds

Empowers you to tell broader stories around natural diamonds and connect with today's consumer who has an increased focus on origin and digital assurance

Transfer ownership of the digital asset that holds the Tracr data to your client and allow them to carry on their own story





ORIGINALLUXURY

**Pioneering Transparency Through
Technology in the Luxury Sector**