



## **INVESTMENT IN DIAMONDS**

The unique brilliance of diamonds has captivated humanity for centuries. History has shown that diamonds have always been a source of value and fascination. Known as the symbol of love and wealth, each diamond is a work of art by nature. Its beauty, durability, value, and rarity make it a special gemstone.

The valuation of diamonds is not based on market behaviour or volatility. Instead, their value is based on their rarity. Their value also does not correlate with the usual market events as with traditional investments, they have significantly lower volatility than other assets, including gold, whose price is subject to strong fluctuations. Furthermore, investments in diamonds do not have a negative impact on traditional investments such as stocks, bonds or real estate. They can easily be managed as part of a widely diversified portfolio.

Diamonds are the smallest, lightest, and most concentrated form of wealth in the world. Everyone wants them, some buy them, but mostly only as jewellery. However, diamonds are excellent as a long-term investment, especially for those of top-quality! The supply is becoming scarcer, the demand is increasing steadily; moreover, diamonds can easily be stored and will appreciate in times of crisis.

In the medium and long term, investing in diamonds is an essential option. Since 1960, there has been a clear upward trend in price. For example, since then, a 1-carat diamond of color D (completely colorless), purity IF (internally flawless), and excellent cut has increased in value by over 5% per year on average. In the future, it can be assumed that this will remain so, as the population in China, India, and other emerging countries is growing rapidly. Moreover, diamonds are scarce, new deposits are rare, and mines are increasingly depleted. Production is becoming more expensive. Therefore, investing in diamonds is promising.

## **CHARACTERISTICS OF DIAMONDS**

1: **REAL VALUE:** Diamonds have a real value. Their value is not tied to a third-party payment promise. High-quality diamonds can be purchased for just a few thousand dollars/euros/swiss francs.

2: **INFLATION PROTECTION:** High-quality, finely cut diamonds are a scarce commodity whose nominal value must increase with the expansion of the world's population and money supplies.

3: **HIGHLY DESIRABLE:** Diamonds are a heavily demanded commodity, essential in the jewellery and industry. Diamonds have five times greater electrical conductivity than silver.

4: **RESISTANCE:** Diamonds are the hardest naturally occurring mineral (*Mohs hardness 10*) and have the highest melting point of all minerals at 3,550 degrees C. But beware: diamonds consist of pure carbon. They can be set on fire with added oxygen at temperatures above 800 degrees C. (*Paper money ignites under a flame at 240 degrees C*).

5: MAXIMUM VALUE DENSITY: Million values in diamonds could be easily transported in your pocket if you wanted to, metal detectors would not be a hurdle. This is very practical and guarantees high mobility of assets under all circumstances."

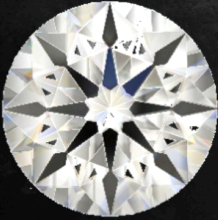
6: CASH VALUE: High-quality diamonds will always find a buyer who is willing to pay a fair price for them. The value of paper money has fallen to zero many times in history.

7: DISCRETE ASSET: Diamond ownership is not registered in the land register or indicated as a sum in an account. There have been gold ownership bans (such as in America) in history. A diamond ownership ban is more than unlikely. The sale is not subject to reporting requirements, ensuring anonymity.

8: LESS SPECULATION: The diamond market is dominated by a few players, for example, the South African company 'De Beers' had almost a monopoly on diamond production and trade for many years (*today's market share is around 30%*). The market dominance of current oligopolies in the production and trade of diamonds naturally leads to high prices, from which long-term investors benefit. Moreover, there are no derivatives on diamonds (such as gold), which could influence price development."

9: EXCEPTIONAL POSITION: Every diamond is unique, which makes its permanent valuation challenging. However, special pieces have a unique position that allows them to detach themselves from the general price development.

10: PRECIOUS METAL ALTERNATIVE: Gold and silver are in focus for investors when it comes to securing assets. However, diamonds are an alternative and insider tip for asset protection because they are **not yet** at the center of the broad masses in this role. There are no agios or management fees whatsoever.



Round Brilliant • 1.01ct • D • Flawless • EX EX EX • H&A • None

A diamond like the one shown in the above image is more than just premium quality. Out of all the diamonds in the world, only 0.5% have these characteristics.

The rarer an investment-diamond, the greater the chances of positive price development. Therefore, make sure to pay attention to the specifications of the diamond certificate.

These are the websites of the 3 internationally most renowned *GEMMOLOGICAL INSTITUTES* on which anyone can track their stones online using its *CERTIFICATE NUMBER*:

- I.G.I. (International Gemological Institute, Antwerp, BE) - [HTTPS://WWW.IGI.ORG/REPORTS/DIAMOND-REPORTS](https://www.igi.org/reports/diamond-reports)
- G.I.A. (Gemological Institute of America, Carlsbad, USA) - [HTTPS://WWW.GIA.EDU/REPORT-CHECK-LANDING](https://www.gia.edu/report-check-landing)
- H.R.D. (Hoge Raad voor Diamanten, Antwerp, BE) - [HTTPS://MY.HRDANTWERP.COM](https://my.hrdantwerp.com)

Diamond dealers and buyers all over the world rely on the expertise of these institutes!