

CLARA

Blockchain and Other Technologies In Natural Resources

WIM London

Oct 3, 2019



WELCOME TO CLARA

The future of the rough diamond marketplace



CLARA

WHY?

WELCOME TO CLARA

Batching is the past.
Demand-driven, stone by stone diamond
sales are the future.

A person's hands are shown holding a large, clear, faceted crystal or diamond. The crystal is held between the fingers, and its facets are clearly visible. The background is dark and out of focus, making the crystal the central focus of the image. The text 'CLARA' is positioned above the crystal, and 'WHAT WE DO' is written in large white letters across the middle of the image.

CLARA

WHAT WE DO

WHAT WE DO

Clara's revolutionary technology platform modernizes the diamond supply chain, matching each rough diamond to the right buyer.

Clara yields optimum value in a timely, transparent process.


WHAT WE DO

————— We add value to every stage

————— We reduce financial risk

————— We speed things up

————— We enable true transparency



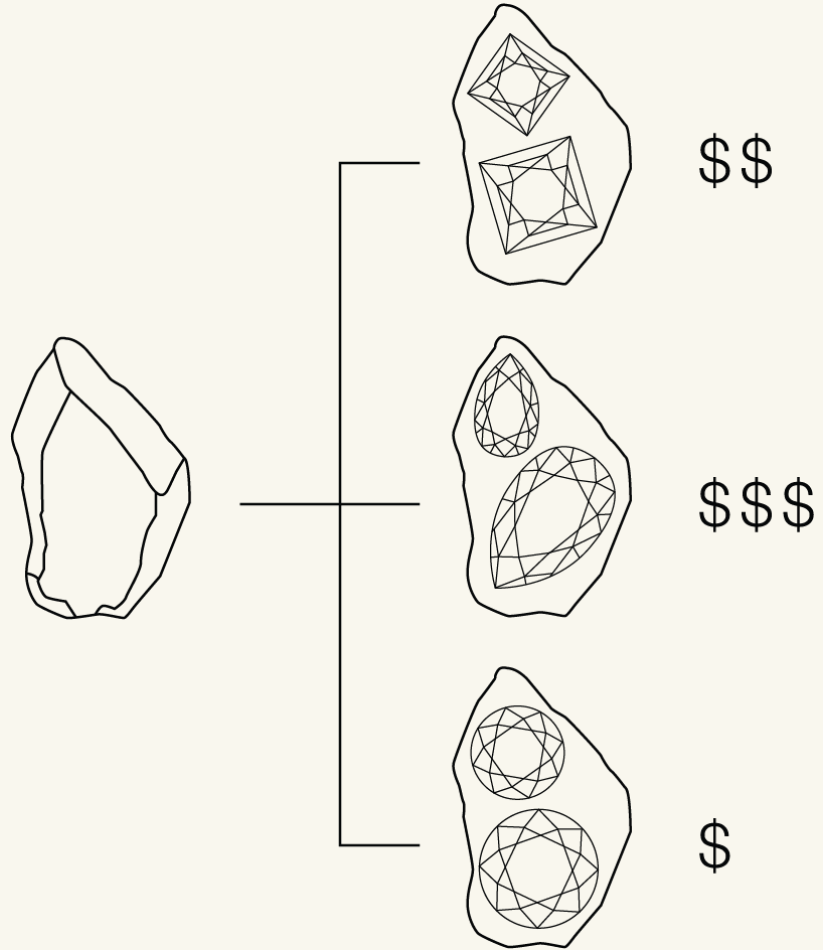
CLARA

HOW IT WORKS

HOW IT WORKS

Every rough diamond is unique.

The value of a rough stone is directly related to the value it can achieve as a polished stone.



HOW IT WORKS

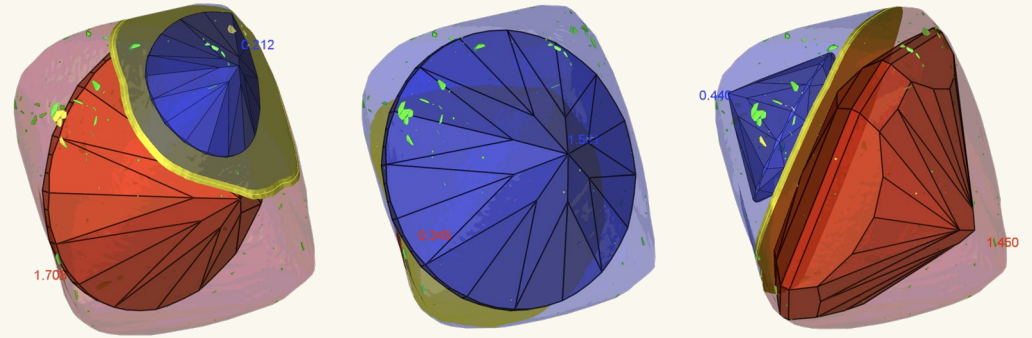
Clara enables the right rough diamonds to go to the specific manufacturers who can realize their full potential.



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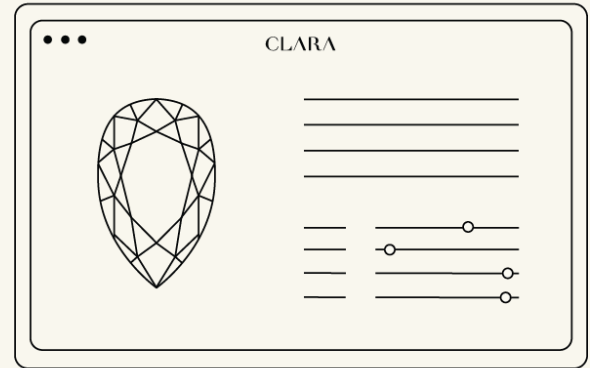
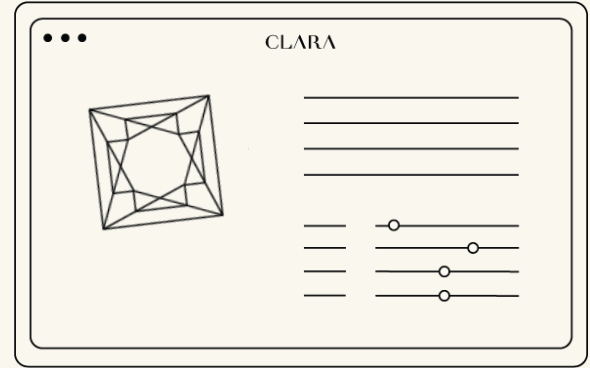
HOW IT WORKS

Through an exclusive partnership with Sarine, Clara enables scanning at the source and sophisticated cloud-based analysis.



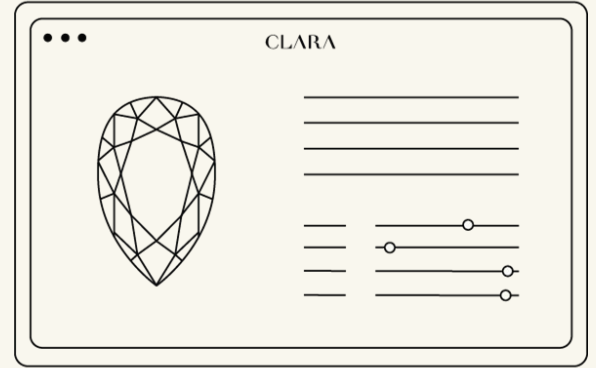
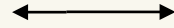
HOW IT WORKS

Using Clara, manufacturers request rough diamonds by submitting their optimal polished stone parameters.



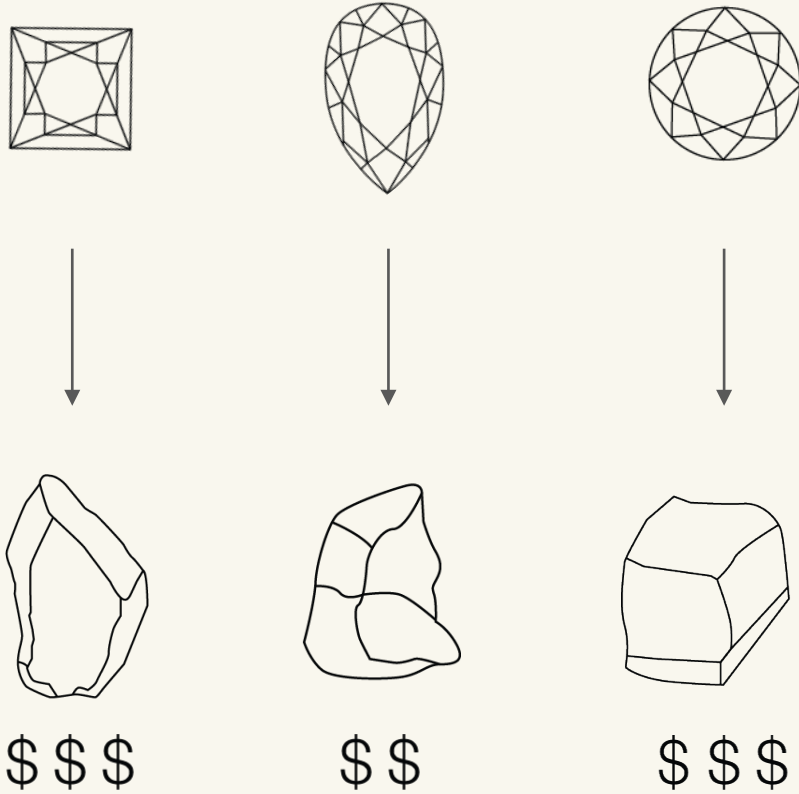
HOW IT WORKS

Clara automatically matches optimized rough stones with manufacturers' orders on a stone-by-stone basis.



HOW IT WORKS

In the modern Clara marketplace, individual stones are matched, creating the highest value outcomes.



A black and white photograph of a man in a plaid shirt looking down at a desk. On the desk, there is a microscope on the left and several papers or documents. The man's hands are resting on the desk, and he appears to be focused on his work. The lighting is soft, and the overall mood is professional and serious.

CLARA FOR

BUYERS

CLARA FOR
BUYERS

- Access to global supply without leaving your desk
- Order *what* you want, on a stone by stone basis
- Order *when* you want
- Order from *where* you want and track your diamond from source, ensuring provenance

CLARA FOR
BUYERS

Eliminates the financial carrying costs and/ or manufacturing losses associated with unwanted inventory

Ability to purchase anytime helps normalize production schedules for your workforce

CLARA FOR

SELLERS

An aerial, high-angle photograph of a large-scale open-pit mine. The mine is characterized by numerous terraced levels of earth and rock, creating a complex, stepped landscape. Several dirt roads wind through the site, and various pieces of heavy machinery, including trucks and excavators, are visible on the different levels, indicating active operations. The sky above is filled with heavy, grey clouds, creating a dramatic and somewhat somber atmosphere. The overall color palette is muted, with greys, browns, and dark blues.

CLARA FOR
SELLERS

- Maximize the selling price of each diamond
- Access to a broader market of global buyers
- Avoids the “left shoe” syndrome by delivering the right stone to the right buyer, directly

CLARA FOR
SELLERS

————— Potential for continuous sales and
smoother cash-flows

————— Industry-standard technology
is easily accommodated


————— Process can be set up alongside
traditional brokering methods

INDUSTRY
OUTLOOK

————— The industry is at a crossroads.

————— Consumers want transparency.

————— Clara advances a healthier industry,
by creating efficiencies and
unlocking value on multiple levels.



CLARA

IN SUMMARY

IN SUMMARY

Clara's powerful technology-driven platform is transforming the rough diamond supply chain with material benefits for both buyers and sellers.

IN SUMMARY

The right stone

The right buyer

Optimum value

Fully transparent

Everyone wins



CLARA

LET'S GET STARTED

Join the future. Join Clara.

THANK YOU

CLARA

www.claradiamonds.net

