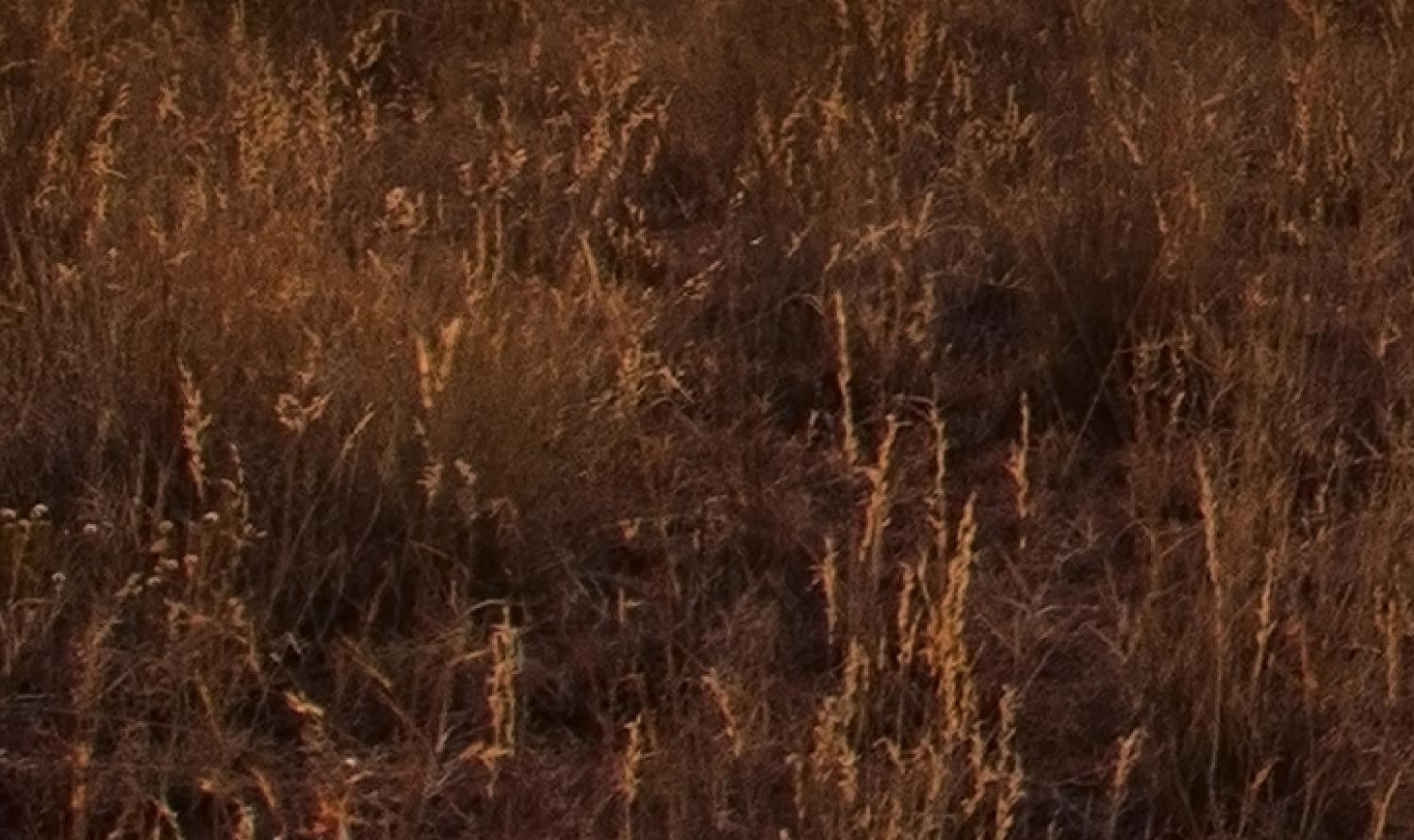


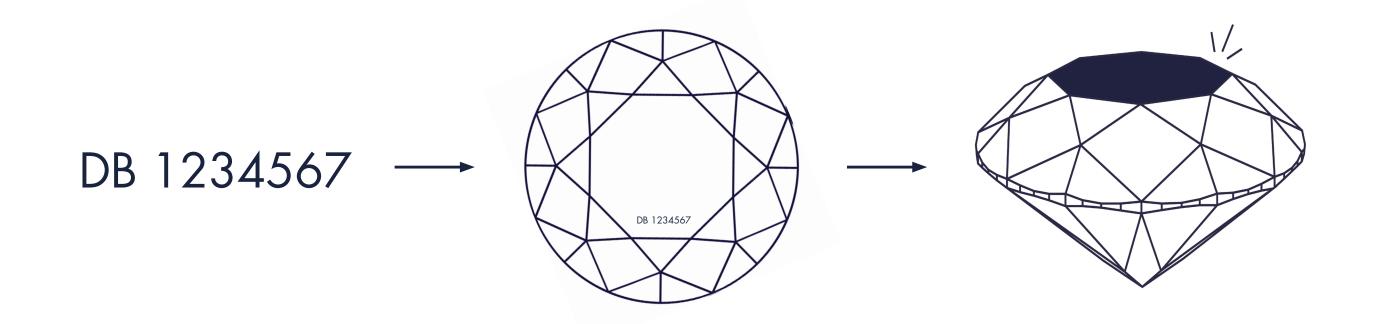
CODE OF ORIGIN DEBEERS



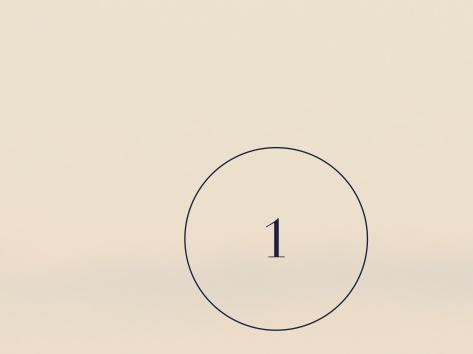
THE DE BEERS CODE OF ORIGIN IS A TRUSTED SOURCE PROGRAMME THAT REFLECTS DE BEERS' DEEP COMMITMENT TO SOCIAL AND ENVIRONMENTAL RESPONSIBILITY, SO YOU CAN FEEL PROUD ABOUT WHERE YOUR DIAMONDS COME FROM



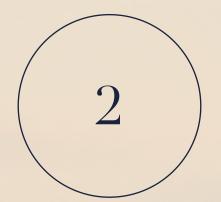
The De Beers Code of Origin is a customized code unique to your diamond provides assurance that it is natural and conflictfree, and was discovered by De Beers in Botswana, Canada, Namibia or South Africa. This code is an inscription on your diamond that is invisible to the naked eye.



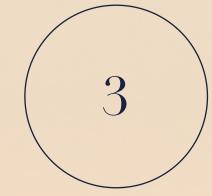
THE DE BEERS CODE OF ORIGIN PROVIDES ASSURANCE THAT YOUR DIAMONDS:



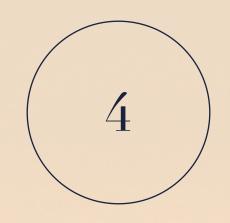
Is a natural diamond, discovered by De Beers



Were discovered in Botswana, Canada, Namibia or South Africa, where they have helped provide jobs, healthcare and education, with a particular focus on programs supporting women and girls



Are conflict-free and meet our industry-leading ethical standards



Have helped protect the planet through wildlife conservation and our commitment to be carbon neutral by 2030





DE BEERS LIVES BY A STRICT SET OF PRINCIPLES AND BEHAVIORS TO BRING OUR DIAMONDS TO YOU



OUR COMMITMENT

Diamonds are treasures of the earth, discovered around the world. In a multitude of ways, from education and jobs to healthcare and wildlife conservation, the diamonds we discover make a significant contribution to the people and places where they are found. This is the belief and the commitment that sits at the heart of De Beers.



FOR PEOPLE & PLANET

We invest over \$25 million annually in community programs, developing skills for the future and economic resilience. By 2030, we will support 10,000 female micro-entrepreneurs and 10,000 girls in Science, Technology, Engineering, and Mathematics programs. Within our own industry, 350,000 employees across the diamond world are protected by our Best Practice Principles, defining responsible business, social conduct and our industry-leading ethical standards.

We are committed to protecting the planet for generations to come. We preserve six acres of land for every one acre we use for business operations, equating to half a million acres dedicated to the protection of endangered species and other wildlife. By developing innovative technologies, using renewable energies and transforming our business, we will become carbon neutral across our operations by 2030.





To learn more about the De Beers Code of Origin and our social and environmental programs, visit

www.DeBeers.com/code

