



OVER 30 YEARS OF INNOVATION

PRESS RELEASE

Sarine Diamond Journey™ Traceability and AI-Driven Grading Adopted by High Jewellery Maison Boucheron

Kering Group (KER.PA) owned brand Boucheron launching new fully-traceable bridal jewellery line, Etoile de Paris, with co-branded certificates

Hod Hasharon (Israel), 24 January 2022 - Singapore Exchange Mainboard and Tel Aviv Exchange listed Sarine Technologies Ltd (“**Sarine**” and along with its subsidiaries “**the Group**”) (**U77:SI; SARN.TA**), a worldwide leader in the development, manufacturing, marketing and sale of precision technology products for the evaluation, planning, processing, measurement, grading and trading of diamonds and gems, is pleased to announce that French High Jewellery Maison Boucheron, owned by Kering Group (KER.PA), is launching a new bridal jewellery line, for which it has partnered with Sarine to provide Boucheron-branded diamond reports "powered by Sarine".

The co-branded reports include comprehensive information tracking the diamond from its natural rough form through the comprehensive process of transformation into the final jewel, documenting its mining and processing by Boucheron’s meticulously selected supply chain eco-system, with actual visual presentations of the diamond throughout the process and in its final polished form, along with detailed 4C’s grading of the diamond using Sarine’s industry-leading artificial intelligence (AI) technology. The report is available only in digital format, further reflecting Boucheron’s ongoing commitment to a sustainable jewellery industry, and is studiously designed with Boucheron’s digital and visual language, enhancing the connection between the physical diamond and its digital representation. A sample report may be viewed at <https://api.sarine.com/viewer/v2/0H8235TRVID>.

Boucheron, in accordance with the Kering's Group overall strategy, is at the forefront of the industry with its proactive uncompromising approach towards sustainability and therefore sought to adopt the most comprehensive and advanced diamond traceability solution available. It selected our Sarine Diamond Journey™ solution because it is the only scalable solution based on process-generated actual verifiable data, which tracks the diamond throughout its entire journey, and not only through fragmented portions of it. The application of AI, enabled by Sarine's newly developed technologies which grade a diamond's 4C's, further ensures the highest level of accuracy of the documented information, by eliminating human subjectivity and error.

The Boucheron Diamond Certificate is presented in an appealing and secure digital format, which creates a fully digital representation of the diamond. This digital representation is customisable to present the data in Boucheron's brand language, ensuring the diamond is not just another commodity, but rather a unique offering from Boucheron. The ability to have a co-branded diamond report, showcasing the Maison's name on it, is a significant evolution enabling them to bolster its exclusivity in the crowded retail market.

Hélène Poulit-Duquesne, CEO of Boucheron, stated that, "Our vision is to lead the jewellery market in its effort to a more sustainable world. This can be achieved only through reliable, secure data and transparency, to which we are committed. Our eco-system of partners enables us to provide our customers with products that are not only of the highest quality and design, but which also conform to the ethics we believe in. We are glad to have Sarine join our eco-system and share the same values of innovation, honesty and ever-seeking improvement. Finally, providing our customers with a digital representation of the diamond containing all the information about its parameters and history, in our brand language, is an important step for us and will be essential in a world where both physical and digital exist."

David Block, CEO of Sarine Technologies, commented that, "We are honored and excited to have Boucheron as the first luxury brand that has chosen to partner with Sarine in diamond grading and traceability. We believe that sustainability is of the utmost importance and are pleased we can contribute to ensuring that our industry can demonstrate it is upholding much needed standards. We are confident this will further increase the value of natural diamonds". Mr. Block added that, "The brands' needs in this area are quickly evolving in these times of uncertainties, and I am happy Sarine has the capabilities to support their many developing needs. We are looking forward to an exciting year, as our technologies achieve growing market recognition".



About Sarine Technologies:

Established in 1988, Sarine Technologies Ltd. is a worldwide leader in the development and manufacturing of advanced modeling, analysis, evaluation, planning, processing, finishing, grading and trading systems for diamonds. Sarine products include the Galaxy® family of inclusion and tension mapping systems, rough diamond planning and optimisation technologies, laser cutting and shaping tools, laser-marking, inscription and fingerprinting equipment, automated (AI-derived) Clarity, Color, Cut and light performance grading systems and traceability, visualisation and retailing services. Sarine systems have become standard tools in every modern manufacturing plant, properly equipped gemology lab and diamond appraisal business, and are essential aids for diamond polishers, dealers and retailers. For more information about Sarine and its products and services, visit <http://www.sarine.com>.

Contact:

APAC IR

Cyrus Capital Consulting

Mr. Lee Teong Sang

Tel: +65-96339035

teongsang@cyrus.com.sg

North America IR

MS-IR LLC

Ms. Miri Scharia-Segal

Tel: +1-917-607-8654

msegal@ms-ir.com

Sarine Technologies Ltd.

Marketing &

Communications

Ms. Romy Gakh-Baram

Tel: +972-9-7903500

[romy.gakh-](mailto:romy.gakh-baram@sarine.com)

baram@sarine.com