



MISSION To benefit investors by establishing diamonds as a liquid hard asset like gold.

- 1) Developer and dealer of regulator approved, fungible diamond commodities. Traded as digital assets.
- 2) Market maker and exchange, enabling price discovery, liquidity and financialization of diamonds.
- 3) Sponsor of diamond-backed futures, options, funds and exchange traded securities



Unlocking the world’s most densely valuable natural resource as an investable asset, **DIAMOND STANDARD** has created the first and only regulator-approved diamond commodity. Each Coin or Bar contains an equivalent set of natural diamonds, along with a wireless chip holding a blockchain token called Bitcarbon. This “Smart Commodity” is both physical and digital, so you can invest brilliantly.

The Diamond Standard ecosystem is seeking to unlock a \$1.2 trillion natural resource for first time use as investment asset. Enabled by the worlds first electronic diamond diamond exchange, the initial offering of the spot commodity was a success, providing the “good for delivery bar.”

Anticipated Diamond Standard Product Launch
Roadmap

2. Diamond Standard Fund	Launched Jul 2022 with Horizon Kinetics
3. Bitcarbon Currency	Anticipated Q1 2023, trading on crypto exchanges In Development: Davis Polk, Goldman Sachs, Morgan
4. Listed DS Fund	Stanley Obtained approval to list on CME Globex via MGEX
5. Futures (CFTC)	
6. Options	Obtained approval to list on MIAX Options

Note from lawyers: Anticipated offerings may not launch as planned, or at all.

INTRODUCING THE SMART COMMODITY.

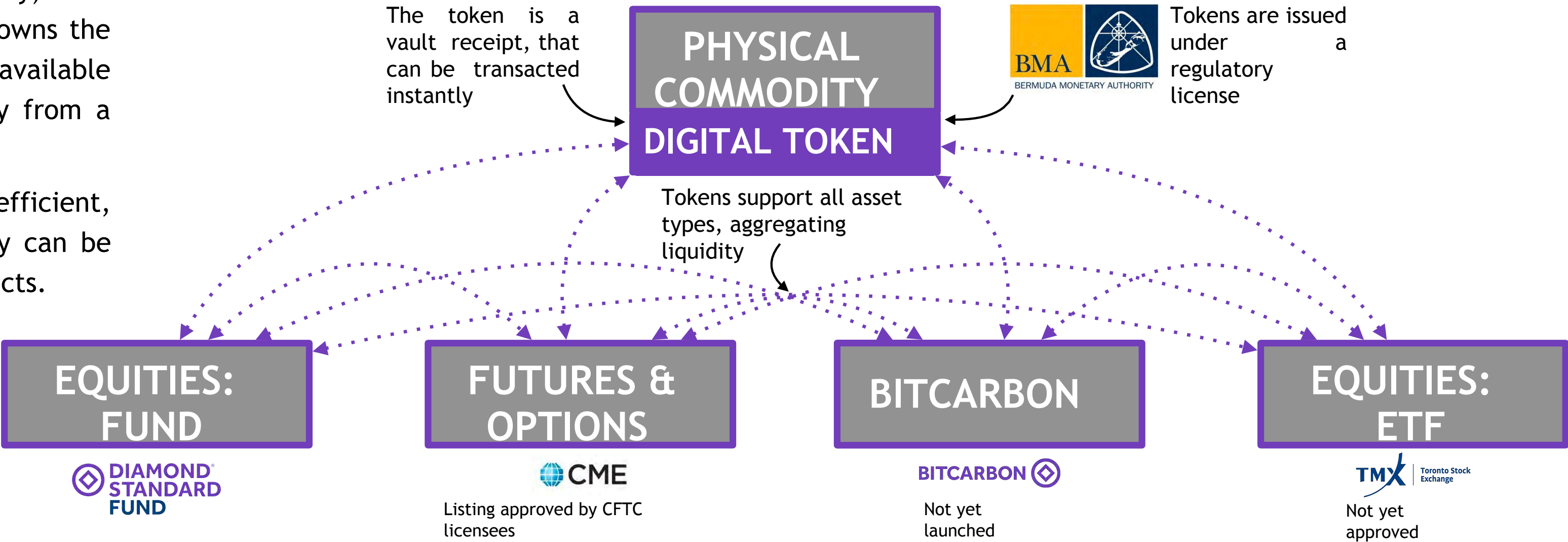
Every Diamond Standard Coin or Bar is equivalent to every other Coin or Bar – they’re *fungible*.

These physical commodities can be transacted using a regulated digital token, so you can

Invest Brilliantly.™

The investor (or security) that owns the digital token owns the physical commodity, available for immediate delivery from a vault.

Digital trading is more efficient, so demand and liquidity can be aggregated across products.



DIAMONDS ARE SEVERELY UNDERALLOCATED BY INVESTORS, RELATIVE TO PRECIOUS METALS.

Investors hold at least 15% of the above-ground supply of precious metals, but only an estimated 1% of diamonds. Large asset managers, like Blackrock, Vanguard, Fidelity and PIMCO, do not report holding any diamonds, *at least not yet*.

Chart 4: Estimated Total Value, and Percent of the Above-Ground Supply of Precious Metals Held by Investors, Relative to Diamonds

For diamond holdings to catch up with Palladium, as a percent of supply, investors would need to acquire over \$150 billion of diamonds at current values, which would equal around twelve years of production, presumably at increasing prices.



*Data are from estimates sourced from various industry groups and analysts, which may not be reliable.

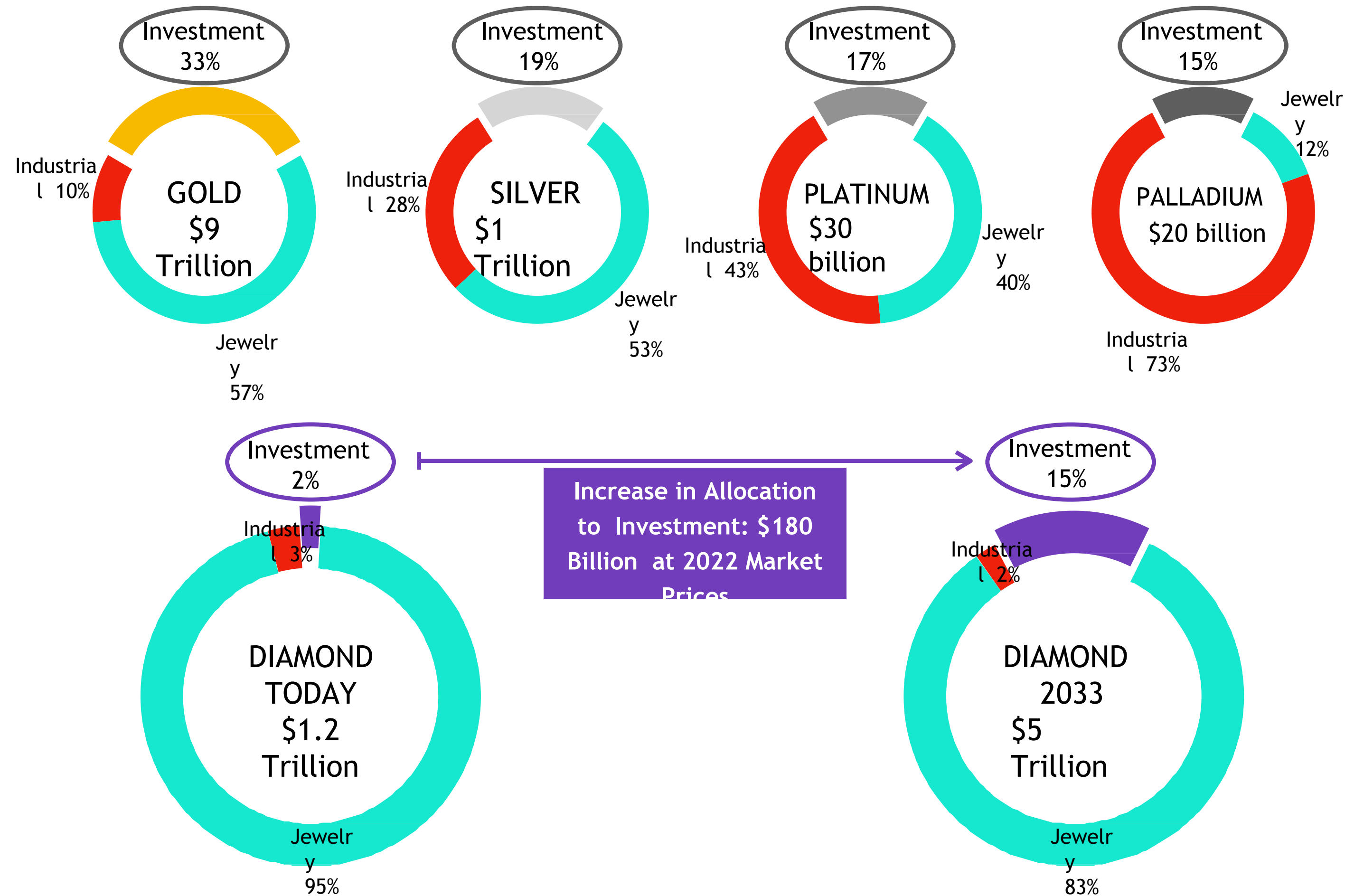
MARKET OPPORTUNITY

Investors hold at least 15% of every hard natural resource except diamond, since without transparency and liquidity, diamond positions could not be traded or marked to market.

Diamond Standard solved this challenge with its' breakthrough spot commodity, enabling price discovery and the launch of ETFs, futures, options and a currency.

The financialization of diamonds will enable investors to allocate to this uncorrelated hard asset, and build the same 15% position.

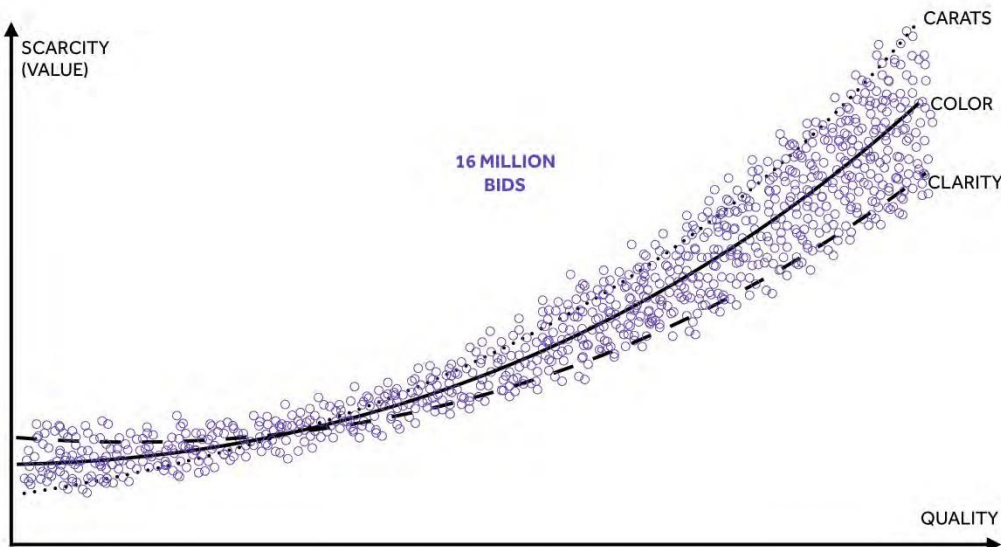
As sole producer of the spot commodity, Diamond Standard may exceed \$250 billion as prices build over time.



HOW DO WE MAKE A DIAMOND COMMODITY?

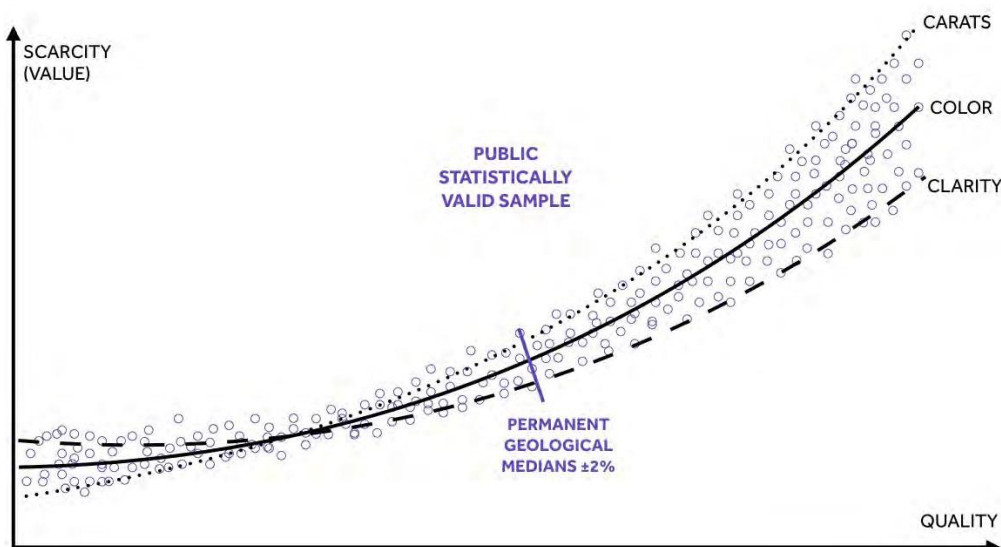
1 It starts here. The Diamond Standard Coin and Bar can use 94% of the varieties of gem-quality diamonds, so Diamond Standard is a natural market maker, ready to bid on any of 16 million diamond types.

MARKET FIX	PRIMARY DEALER	LOOSE EXCHANGE	MARKET MAKER	GLOBAL SETTLEMENT	OPTIMIZER	ASSEMBLY	TRANSPARENCY
Just like with gold, we don't set the price – the market does.	Investors buy Coins directly or from dealers, who buy through a primary dealer auction.	A centralized limit order book for loose diamonds. \$10 billion of supply available for bidding and buying.	Bids on millions of diamond types via automated market making to purchase statistically valid samples.	GIA Grades diamonds, IGI inspects and delivers them between global diamond venues.	Divides diamonds into sets, which contain the geological yield curve of carats, clarity, and color.	IGI assembles coins with wireless chips, for delivery to investors and custodians.	Commodities are made geologically equivalent, even decades apart. Provenance is public.



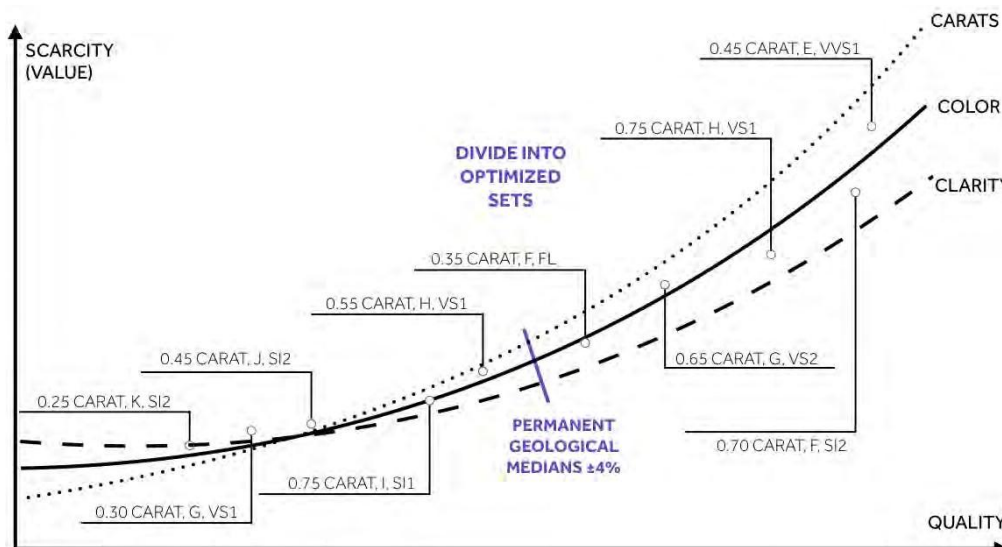
Aggregating global diamond supply, bidding on all diamond types as the market maker

2 Diamond Standard built a global exchange to buy diamonds electronically. We simply raise our bids until vendors say “yes!” forcing price discovery on a weekly basis.



Forcing price discovery, by purchasing a public, statistically valid sample of all diamond types

3 We bid until we buy at least 10,000 diamonds. We can prove that each buy is geologically equivalent, i.e the frequency of colors, the medians of carat weights, and the distributions of clarities.



Dividing the statistical sample of diamonds into fair sets, each adding up to the public standard.

4 An optimizer divides the thousands of diamonds fairly, into equivalent sets. Every set must exceed 100% of the standard, to be “good for delivery.”



Each coin contains the yield-curve of diamonds—all recorded on the blockchain

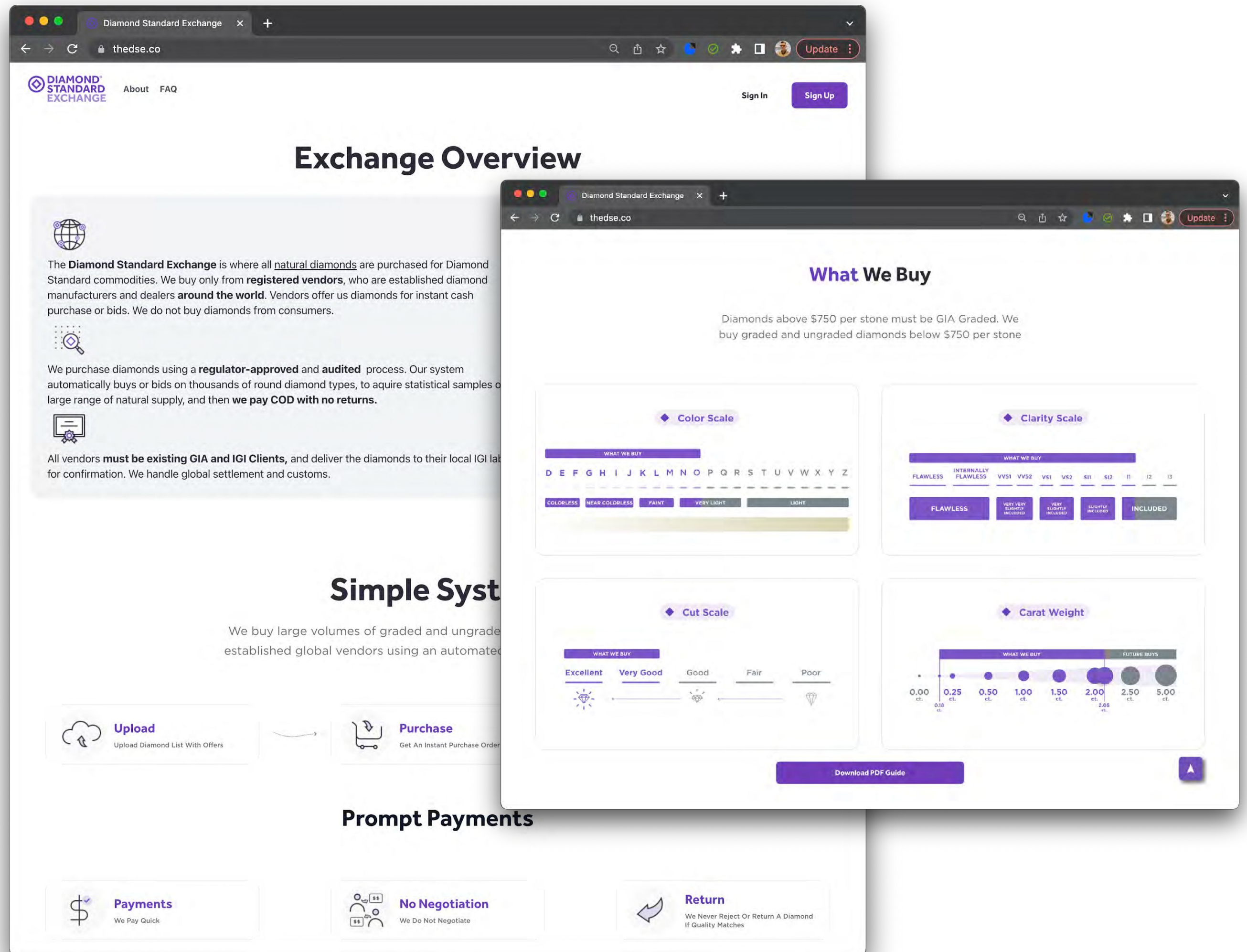
THIS PROCESS IS
SUPERVISED AND AUDITED



To supply loose diamonds for our commodities, we built the Diamond Standard Exchange. It is the world's first and only electronic loose diamond exchange, with a market-maker and global settlement.

The **Diamond Standard Exchange** is where all natural diamonds are purchased for Diamond Standard commodities. We buy only from **registered vendors**, who are established diamond manufacturers and dealers **around the world**. Vendors offer us diamonds for instant cash purchase or bids. We do not buy diamonds from consumers.

We purchase diamonds using a **regulator-approved** and **audited** process. Our system automatically buys or bids on thousands of round diamond types, to acquire statistical samples of a large range of natural supply, and then **we pay COD with no returns.**

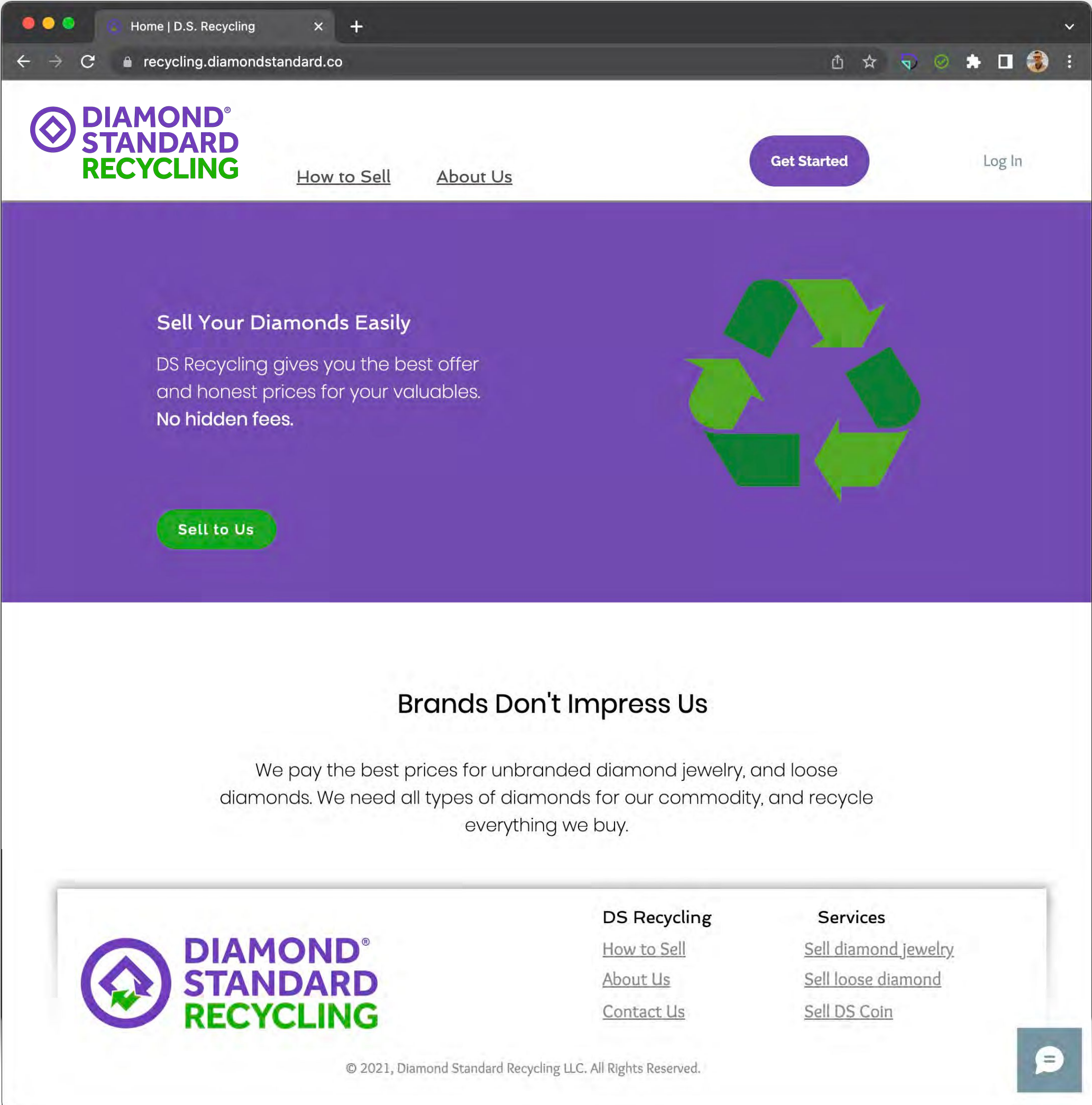




To acquire loose diamonds for our commodities, we are preparing to launch Diamond Standard Recycling. It is expected to become the worlds leading buyer of used jewelry from consumers.

This provides a benefit to society, providing cash for an unproductive asset, while also improving our margins.

- 1. 85% of natural diamonds are owned by consumers; diminishing supply
- 2. ESG: \$150 billion “social dividend”
- 3. Unprecedented trusted buyer: Regulated, transparent, Deloitte
- 4. Buy via FedEx, instant payment
- 5. Use/scrap all materials, no selling cost
- 6. Combine with Coin assembly



DIAMONDS ARE A POWERFUL ESG INVESTMENT.

Diamonds and Diamond Standard Commodities strongly impact global efforts to achieve Environmental, Social and Governance goals.

We are establishing transparency, equal access and oversight of a \$40 billion annual supply chain.

But foremost, we expect to recycle 85% of our diamonds from consumers, unlocking up to \$150 billion in capital for an estimated 1 billion people.



85%

projected share of commodity diamonds that will be recycled from global consumers.



\$150 Billion

projected “societal divided” to millions of families who own unused diamonds.



1,000+

global jobs created via the production and distribution of the diamond commodity.



8

diamond intake centers enabling small vendors to sell globally.

DIAMOND STANDARD ESG PILLARS

E



Natural Capital

Nature determines scarcity, making diamonds among the most densely valuable natural resources, and a very special store of wealth.

S



Economic Integration

The Diamond Standard Exchange creates a new playing field – an online market accessible to all vendors.

G



Industry Leadership

As the first regulator-approved diamond commodity, Diamond Standard Co. set the standard for best practices for other commodity token producers.



Recyclable Resource

Converting consumer diamonds into commodities can provide much-needed liquidity, spurring global economic activity.



Ethical Responsibility

Transparent business practices and preventing criminal activity are among Diamond Standard Co.’s top priorities.



Regulatory Oversight

Diamond Standard Co. raises the bar for business practices among stakeholders.



Energy Efficient

Above ground, natural diamonds are a far more Earth-friendly than Bitcoin.



Strategic Partnerships

Manufacturing, grading, certification, transportation, and storage partners are industry leaders



Business Practices

Price discovery, not price fixing. We improve business operations through best practices.

FOUNDER — CORMAC KINNEY

A fintech pioneer and serial entrepreneur, with four exits to public companies or funds, Cormac has raised and managed over \$600 million in capital.

Since graduating with three degrees from Carnegie Mellon, he embarked on a career as technology innovator, resulting in developments that have been cited in over 4,000 U.S. Patents filed by others.

As a quant finance pioneer he invented heatmaps, which he combined with in-memory analytics and middleware to redesign over 100 institutional trading systems. Subsequently he was an early developer of sentiment analysis - which he used to manage over \$500 million for Tudor and Millennium.

Today Cormac is focused on unlocking a \$1.2 trillion asset class, through his invention of the fungible diamond commodity. Transacted on the blockchain, it is a breakthrough first physical and digital asset, forming a decentralized reserve to asset back any digital contract.



ORGANIZATION

