

# EXECUTIVE SUMMARY



**DIAMOND**  
—INTERNATIONAL ENTERPRISES—

## Bridging Luxury & Digital Assets

### Introduction

Diamond International Enterprises is the entity that will operate in the market, encompassing two distinct business areas. The first area focuses on B2B (Business-to-Business) operations, targeting established jewelers, offering tailored solutions to meet their large-scale procurement needs of diamond jewelry. Our approach focuses on building long-term partnerships by providing customized services, personalized negotiations, and mutually beneficial agreements designed to support the success and growth of our clients' businesses. The B2B operations are designed to cater to large-scale transactions where customization, relationship-building, and detailed agreements are paramount.

The second area of business is directed towards the **retail market** under the brand name **Diamond Club**. This segment will offer a standard set of pre-defined products to individual consumers as well the opportunity to create their own custom-designed diamond jewelry, tailored to their unique vision and style. Diamond Club is positioned to provide a premium retail experience, offering a curated selection of products that reflect the brand's commitment to quality, luxury, and exclusivity.

This executive summary is primarily focused on the Diamond Club brand, detailing the strategies, products and market approach for the retail segment. However, relevant aspects of the B2B operations will be integrated where applicable, ensuring a cohesive strategy that leverages the strengths of both business areas under the Diamond International Enterprises umbrella.

## Diamond Club



Diamond Club is a prestigious and exclusive membership-based luxury club that caters to individuals seeking unparalleled opportunities in the world of diamonds and jewelry. Rooted in the ethos of luxury, trustworthiness, and exclusivity, Diamond Club offers its members a gateway to the most coveted assets through innovative digital solutions. By leveraging the power of blockchain technology, Diamond Club revolutionizes the way individuals' access and participate in the diamond jewelry market.

Diamond Club is a pioneering luxury platform at the intersection of traditional wealth assets and cutting-edge blockchain technology and we transform the way people to participate, own and benefit from the diamond jewelry market.

Our vision is to revolutionize the diamond jewelry investment market by providing secure, transparent, and accessible opportunities through blockchain technology. We aim to make the exclusive world of diamond and jewelry open to a broader audience, breaking down the barriers that have traditionally limited access to these valuable assets.

Our mission is to democratize access to the world of diamonds and jewelry, making ownership and benefits available to everyone. Diamond Club offers a free membership in our community and upon joining, members can choose how many Diamond Tokens they wish to purchase. The number of purchased Diamond Tokens gives the member various membership tiers that are visualized with a Non-Fungible Token (NFT). The membership tier will give various benefits and discounts in our online store where the Diamond Tokens can be redeemed in our exclusive online store, where members can buy high-quality diamond jewelry.

To secure the value of the Diamond Tokens, we ensure they are backed by tangible, high-value diamond jewelry. This guarantees that all tokens are fully supported and redeemable at any time. Additionally, we reward our members with incentives for holding Diamond Tokens over time, providing long-term benefits within the community.

By offering this, we enable Diamond Token holders to diversify their portfolios without the need for significant upfront capital. Our innovative approach combines blockchain technology with the world's most luxurious assets, allowing Diamond Club members to benefit from the lucrative diamond jewelry market. Members can redeem their tokens for diamond jewelry at favourable prices whenever they choose, giving them ongoing access to both luxury and financial growth.

## Blockchain Technology

At the heart of Diamond Club is our innovative use of blockchain technology through a third-party supplier. As earlier said, we utilize a visualization of the various membership tiers with various Non-Fungible Tokens (NFTs). We also sell Diamond Tokens (DITs) through the third-party supplier. The Diamond Tokens can be redeemed in the online store or can be held and give rewards based on our smart contracts, ensuring transparency and security in every transaction.

The blockchain technology is built on the Layer 2 (L2) Polygon network, known for its scalability, low transaction fees, and high throughput. By adhering to the Ethereum Request for Comments 1155 (ERC-1155) token standard for our NFTs and ERC-20 for our DIT, our NFTs and DIT tokens are fully compatible with the Ethereum ecosystem, facilitating seamless integration with popular cryptocurrency wallets, exchanges, and decentralized applications (DApps).

This technology ensures:

### *1.1.1. Scalability*

The L2 Polygon network provides high throughput, handling a large number of transactions per second without compromising speed or efficiency.

### *1.1.2. Low Transaction Fees*

By operating on the Polygon network, transaction costs are significantly reduced, making it more affordable for users to buy, sell, and trade NFTs and DITs.

### *1.1.3. Security*

Blockchain technology ensures that all transactions are secure, transparent, and immutable, providing investors with confidence and peace of mind.

## Variety of NFTs

Diamond Club offers free memberships and have five different membership tiers, each represented by an NFT:

- Black Diamond (250 EUR)
- Green Diamond (500 EUR)
- Blue Diamond (2500 EUR)
- Red Diamond (10000 EUR)
- Flawless Diamond: No set price, available through private



invitation only for special partners, founders, and investors. This tier represents the most exclusive group of members, offering additional benefits such as direct access to the company and special meetings.

Each membership tier is based on the number of Diamond Tokens that has been purchased and determine the discounts available in the online store. Members can use their Diamond Tokens to purchase diamonds and jewelry, enjoying the benefits of their investment while retaining the option to hold their tokens for future rewards.

## Membership Tiers gives Benefits

As said above, the NFT visualize which membership tier a member belongs to and the various NFTs come with varying benefits:

- **Black Diamond:** Entry tier providing access to the Diamond Club Reward program and a 10% discount in the shop where the DITs can be used.
- **Green Diamond:** Intermediate tier and a 20% discount in the shop.
- **Blue Diamond:** Advanced tier and a 30% discount in the shop.
- **Red Diamond:** Premium tier a 40% discount in the shop.
- **Flawless Diamond** - Price Upon Invitation and a 40% discount in the shop.

## Notice Regarding Membership Discounts

Please note that while your membership tier typically grants you a predefined discount in our online shop, certain items may be excluded from this discount. These exceptions may include limited edition products, exclusive collaborations, or items already on special promotion.

## Diamond Tokens (DITs)

In addition to NFTs that represent various members tiers, Diamond Tokens (DITs) serve multiple purposes within the ecosystem:



- **Utility Tokens:** DITs can be used to purchase diamond and jewelry from Diamond Club's curated collection, providing a tangible use for the tokens.
- **Rewards and Benefits:** Holding DITs entitles members to various rewards, including discounts on future purchases and a share of the revenue generated from diamond jewelry sales.
- **Market-Backed Value:** DITs are 100% backed by real diamond jewelry, with values determined using an average market value from sellers of comparable quality, verified by an independent third-party or by certified gemologists.
- **Redeem in an online store:** DITs can be redeemed in our exclusive online store, where members can purchase a wide range of diamond jewelry. This integration allows members to convert their digital assets into tangible luxury items seamlessly.
- **Reward system:** Holding DITs entitles members to ongoing rewards and revenue shares from the global sales of diamond jewelry facilitated by Diamond Club. This mechanism ensures that members benefit from the commercial success of the platform.
- **Starting price:** The initial price of one DIT is set to 1€.

Diamond Club members can navigate the diamond jewelry market with confidence, utilizing their Diamond Tokens to gain exposure to the world of luxury assets. This innovative approach democratizes access to diamond jewelry, while also fostering trust and transparency within the Diamond Club ecosystem. Join Diamond Club today and embark on a journey where traditional luxury meets digital innovation, unlocking a wealth of investment opportunities and exclusive privileges.

## Exclusive Pre-Registration

To create a sense of exclusivity and manage growth, Diamond Club will initially offer pre-registration of free members and a maximum of 2000 members that purchase minimum 250 Diamond Tokens to get the membership tiers visualized in the form of NFTs:

- **Limited Membership:** By limiting the number of initial members that can receive a NFT, we ensure a manageable growth rate and maintain high levels of service and support.
- **Exclusive Benefits:** Early members receive special benefits, including access to unique NFTs and additional rewards.
- **Phased Expansion:** Once the initial phase is successful, additional membership spots will be opened based on operational readiness and member satisfaction.

## Partnerships and Security

### *Supplier Partnership*

- We have partnered with a reputable diamond and jewelry supplier with over 40 years of experience, sourcing diamonds directly from Antwerp and employing skilled gemmologists.



### *Storage and Insurance*

- Diamonds will be securely stored in a location in Monaco and other strategic places, ensuring added security.
- There will be a comprehensive insurance that covers 100% of the assets stored in the safe for Diamond Club.

### *Transportation*

- The transportation of diamonds and jewelry to members is handled by renowned security companies like Ferrari, Brinks and Malca-Amit, ensuring safe and reliable delivery.