

Diamonds

A GIFT OF LOVE, A GIFT OF HOPE

Take the heat of an eternal sun. Imagine a world in cataclysm. Then wait a few billion years. And sometimes – very rarely – the earth yields a unique treasure. A diamond.



Eons before any life forms appeared on the planet, intense amounts of heat and pressure in the earth's core forced common carbon deposits to crystallize into precious diamonds.

Brilliant. Magical. Mysterious. Unique. Rare. Pure. A timeless gift of nature. And a piece of geological history. Diamonds dazzle the eye and intrigue the mind. For centuries, their sparkle, strength and addictive allure have mystified cultures around the world. Diamonds are prized not only for their natural beauty, but for their protective energy and healing power. Most of them are billions of years old and have endured a hazardous journey from deep within the center of the earth. But once the

Rough diamond.



brilliance of a diamond is unleashed by a master cutter, the journey seems well worth the wait. Even in their natural rough form, they are subtle, organic beauties and miracles of mother nature.

Diamonds have long intrigued and beguiled, and their mystique has been the subject of many myths and legends. Thousands of years ago, our ancestors believed that diamonds were everything from hardened dewdrops, to splinters from the stars, to crystallized lightning. They have always been powerful symbols. In the past, they've represented courage, strength, invincibility, and spiritual purity. Today, they're still worn as potent symbols — of love, devotion, pride, personal contentment, celebration, achievement, wealth and power.

No other stone is imbued with such emotion. No other gem represents the purest expression of deepest human feeling. No other product commemorates milestones the way a diamond does. Nothing captures imaginations like the Diamond Dream.

A GIFT OF HOPE AND PROSPERITY

That's why it's so important for anyone involved in the diamond industry to "live up" to a code of conduct that is fitting to the product. The Diamond Trading Company calls it "Living up to Diamonds". By making sure the provenance of a diamond is as pure as the stone. By using the power of this natural resource to benefit the countries, communities and people in which diamonds are found. And nowhere is this more evident than in Africa.

More than 65 per cent of the world's diamonds are sourced in African countries. In fact, the diamond trade contributes \$8.4 billion dollars per year to the economies of Southern Africa. As one of Africa's major, natural resources, diamonds are helping transform Southern Africa and the lives of its people. They are acknowledged as one of the key components to a sustainable future for African nations and have been lauded by African leaders, including Nelson Mandela, as critical to a successful future for Southern Africa. The impact of diamonds has been enormously positive, tangible and measurable:

- An estimated 5 million people have access to appropriate healthcare in Southern Africa thanks to revenue from diamonds.

Diamonds have funded the construction of hospitals, medical centres and hospices.

- Diamond revenues enable every child in Botswana to receive free education up to the age of 13 (never available before).
- In 1966 (when diamonds were discovered in Botswana), there were only three secondary schools in the country. Today, there are more than 300.
- De Beers Consolidated Mines was the first mining company in the world to extend free anti-retroviral treatment to HIV positive employees, their life partners and former employees.
- Diamonds play a critical role in helping tackle the HIV pandemic in Southern Africa by funding counselling, testing, education, treatment programs, clinics and hospices.
- Once one of the poorest countries on earth, during the last 25 years, Botswana has enjoyed one of the fastest-growing economies on the planet.
- Diamonds sourced from conflict areas in Africa have virtually been eliminated through the UN-mandated Kimberley Process. Today, more than 99.8 per cent of diamonds are guaranteed to be conflict-free.



THE CANADIAN CONNECTION

And as a relatively new diamond producing country, Canada is already enjoying the economic benefits of this beautiful natural resource. The Royal Bank predicts that diamonds will bring almost \$70 billion to the Canadian economy over the next 25 years. More than one in seven residents of the Northwest Territories are employed as a result of the diamond industry. And Canada's Aboriginal communities are enjoying tremendous benefits from diamond mining and exploration. De Beers and other major diamond producers have already spent millions of dollars to fund everything from the development of Skills Training Centres, to supporting a variety of literacy programs, to sponsoring projects that help the Aboriginal people preserve their heritage. Obviously the global diamond industry brings real and tangible benefits to many people and

communities around the world – and most importantly, the industry is helping to transform the lives of people in countries who need help the most. It's a success story that hasn't been told, but one that should be celebrated. And one that should be celebrated by consumers because they can feel confident and reassured that the diamonds they buy are making a lasting difference to the people of Southern Africa and around the world.

It is fitting that so much sustainable, positive change comes from one of nature's most beautiful and magical gifts – the diamond.

