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**EVERLEDGER MARKS NEW MILESTONE IN DIGITAL PROVENANCE TRACKING
FOR DIAMONDS WITH HARI KRISHNA GROUP DEAL**

Blockchain now used to track the diamond provenance for My Diamond Story



London, Thursday, 31 May 2018: Everledger and Hari Krishna Group (HK Group) have marked a new milestone with digital provenance tracking for diamonds to secure and trace the diamond provenance of Hari Krishna's flagship private label brand, *My Diamond Story*, using blockchain technology. *My Diamond Story* is manufactured and distributed by the HK Group's H.K. Designs – known for pioneering innovations and cutting-edge designs.

With this new development, Everledger, a global emerging technology enterprise, and the HK Group, one of the world's largest diamond manufacturers and exporters, will see diamonds destined for its *My Diamond Story* range, cryptographically-certified and the information stored securely at every step of the process on Everledger's blockchain-based platform.

As part of *My Diamond Story*, consumers will receive the Diamond Birth Certificate that chronologically captures six key stages within the diamonds transformation from rough to the



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finished jewellery item: *My Rough Diamond, My Diamond Mapping, My Diamond Cutting and Polishing, My Diamond Grading, My Diamond Ring Design and My Diamond Hand Setting.*

Everledger Founder & CEO Leanne Kemp said, "Our engineering teams are focused on providing blockchain, smart contracts and digital tooling to industry, enabling the technology to be consumed within business processes across all segment of the trade pipeline. We provide robust chains with security at scale."

"We are delighted to be working with the HK Group, one of the world's largest and most highly regarded diamond manufacturers within the industry, to bring the benefits of blockchain technology at scale. By engaging with stakeholders along the diamond supply chain, from miners, dealers, manufacturers to retailers, consumers can immerse themselves in the lifetime journey of their diamond."

This announcement follows the HK Group's recent initiative to incorporate blockchain into its updated mobile app for diamond buyers built on three primary objectives – simplicity, speed and security. The ethos of this Diamond Buying mobile application is to provide assurance for the authenticity of each and every diamond.

HK Group Managing Director Ghanshyam Dholakia said, "We recognise the industry need for transparency and increased confidence in provenance and have committed to many initiatives to ensure that we can continue to offer a quality product and service to our consumers."

"Utilising Everledger's long-standing diamond blockchain platform can help us to further strengthen our product offering to the industry and especially the end consumer. We are confident that this major innovative step will be a boost to our jewellery business, H.K Designs."

With consumers increasingly seeking the story behind their gem, Everledger's platform will provide them with the transparency and traceability that they are looking for. Other exciting features available as part of *My Diamond Story* includes smart ring boxes with built in LCD screen, that allows for personal media such as pictures, videos and music for the special occasion. Consumers are able to interact with the Diamond Story alongside the configuration of their own personal digital vault feature, available on smartphones, tablets and other mobile devices.

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ABOUT EVERLEDGER



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Founded in 2015, Everledger is a leading emerging technology enterprise that tracks the provenance of high-value assets on a global digital ledger. Using the best of emerging technology including blockchain, Everledger provides stakeholders across supply chains with an immutable history of an asset's authenticity, existence and ownership. Everledger started off with tracking diamonds and currently has the provenance of over 2 million diamonds cryptographically-certified on the blockchain. This innovative technological solution has since expanded into the world of coloured gemstones, jewellery, fine wine and art, among other industries. For more information, visit everledger.io

ABOUT HARI KRISHNA GROUP

Established in 1992, Hari Krishna Exports Pvt. Ltd is known for its highest ethical standards, commitment to excellence, consistent product quality and transparent business practice, company is one of the pioneers of the concept of fixed and fair pricing. The company sources its rough diamonds from DeBeers, Rio Tinto, DDC and Alrosa and is an official supplier of CanadaMark and Forevermark under the mine of original program. Certified by Responsible Jewelry Council (RJC), the company has combined traditional family values and innovation very effectively.

Technology oriented two ultra-modern manufacturing set-up at Surat in India houses a workforce of more than 7,000 Hari Krishna Group employees providing a world class working environment and having a manufacturing capacity of more than 5, 00,000 carats per annum; is a perfect blend of human & technology. First unit named "Campus" is spread over on 30,000 sq. yard plot while newly built unit named "HK Hub" in Gujarat Hira Bourse is spread over on 65,000 sq. yard plot which was inaugurated by Hon. Prime Minister of India Shri Narendrabhai Modi. It is a first company to set up manufacturing unit in Gujarat Hira Bourse.

With expertise & precision in consistent assortment; high quality Round and Fancy diamonds are manufactured in more than 10 different shapes, ranging from 0.18 to 50 carats plus in FL to I3 clarity and, D to M Color. Every diamond sold is supported with in-house "Faith" grading certificate along with third party certifications from GIA, IGI, HRD, GSI, GSL and NGTC upon request. With customer friendly system & services in place, 75% is repeat business. A clear indication of customer's faith in the company and company's commitment towards innovation & excellence.

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