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PRESS RELEASE

## **ALROSA AND EVERLEDGER INTRODUCE WECHAT MINI PROGRAM FOR BLOCKCHAIN-ENABLED DIAMONDS**

***Backed by the world's leader in diamond mining and enabled by Everledger, the pilot seeks to empower WeChat users to buy jewellery with more transparency, security and confidence.***

London, 16 December 2019

ALROSA and Everledger are introducing a new WeChat Mini Program e-commerce solution to Chinese retailers, demonstrating the power of blockchain technology to seamlessly enable the purchase of diamonds with full transparency of their origin, characteristics and ownership history.

Created by the world's largest diamond producer ALROSA and independent technology company Everledger, this new Mini Program pilot will put transparent and secure diamond information at the fingertips of potentially a billion active WeChat users. It is also the first product to capitalise on the synergy between Everledger and their new investor Tencent, which develops and operates WeChat – one of the world's largest communication and social platforms.

The WeChat Mini Program pilot will showcase diamonds from ALROSA, enabling full traceability from mine to consumer. It will be offered as a white label API for jewellery manufacturers and retailers in China who wish to offer consumers more innovative and insightful stories about their products and their brand, and so expand their e-commerce proposition. This enables a better informed and more secure purchase for consumers as well as a more seamless online-to-offline user experience. By enabling new touch points between consumers, jewellery manufacturers and retailers, the Mini Program will encourage brand differentiation in the highly competitive Chinese luxury market.

Consumers will be offered unprecedented levels of transparency and trust around the origin, characteristics and authenticity of the jewellery they purchase. Using the WeChat Mini Program on their smartphone, consumers can check an individual diamond's full provenance and unique



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certificate information, purchase the diamond in the Mini Program using WeChat Pay, and also attest its ownership through the Everledger blockchain platform. The pilot is reviewing participating retailers and implementation is due on the first quarter of 2020.

The world leader in diamond mining, ALROSA, will provide information from their diamonds extracted in Russia, thus enabling consumers to know the exact origin of each stone and have certainty around its sustainable and ethical footprint. ALROSA has recently launched its independent sustainability benchmark report, demonstrating the company's leading position in responsible sourcing within the global market.

ALROSA's commitment to community-focused and environmental mining – with a particular emphasis on championing the role of women in the workforce – reflects Everledger's own pioneering mission to improve sustainability throughout value chains. Everledger harnesses a symphony of technologies, including blockchain, AI, IoT and nanotechnology to make asset provenance ever more accessible and transparent.

## **Statements**

Pavel Vinikhin, Head of 'Diamonds of ALROSA' – the company's polishing branch – commented: "We are delighted to support this WeChat Mini Program with Everledger, as it reinforces our pursuit for sustainable mining and transparent supply chain information. Chinese consumers will be certain of the origin of their diamonds. We believe demonstrating full provenance of our diamonds on the most popular social media platform will help us to further strengthen our sales base in China."

Evgeny Gokhberg, Head of Europe at Everledger, notes: "This is a groundbreaking initiative with the titans of the diamond and internet industries. This is just the beginning of a much broader roll out with our partner ALROSA, as we share the same goal of enabling more transparency to the market. By providing 100% certainty of a diamond's origin and journey to the consumer, in an easy-to-experience online platform such as WeChat, we are confident that this innovation will set a new standard when it comes to traceability and responsible business practices."

Commenting on the importance of this pilot for Everledger's expansion, Chris Taylor, Chief Operating Officer, said: "This exciting development mobilises our strong partnerships with Tencent and ALROSA to bring provenance and authenticity of diamonds to a new level of



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transparency in China. Making this information available to consumers' fingertips via WeChat enables them to be sure about the source and the credentials of each item being purchased."

Leanne Kemp, founder and CEO of Everledger, adds: "This pioneering collaboration is exactly why we launched Everledger – and it shows how quickly we have deployed a solution in the Tencent ecosystem, since we sealed the series A investment." And she adds: "Our blockchain and IoT solutions will enable key stakeholders in the jewellery industry to bring secure and reputable information to consumers in China and beyond. The WeChat Mini Program delivers on our scalable vision for more transparent, frictionless, and sustainable value chains, providing a new benchmark for customer focus and transparency in the diamond industry."

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#### **About ALROSA:**

ALROSA is the world's largest producer of rough diamonds in carats, accounting for more than 26% of the global market. Effectively, every fourth diamond in the market is mined in Russia. ALROSA also operates its polishing branch, DIAMONDS of ALROSA, being one of two diamond miners with an in-house cutting division. The Company's operations are located in the Republic of Sakha (Yakutia) and the Arkhangelsk Region of Russia. ALROSA's trading and representative offices are located in the world's major diamond trading centers: Antwerp, Ramat Gan, Dubai, Hong Kong, New York, Mumbai. ALROSA is an absolute industry leader in terms of investments in social programs directing to social spending on average 3% of its revenue. In 2018, the company's social investments totaled \$155 million. Moreover, about \$100 million are spent on the environment protection measures annually. The company's achievements are marked by high positions and presence in the ratings of FTSE4Good, MSCI ESG, WWF Russia.

For more information, visit: <http://eng.alrosa.ru>

#### **About Everledger:**

Founded in 2015, Everledger is an independent technology company helping businesses surface and converge asset information, using a symphony of secure technologies, including blockchain, artificial intelligence, intelligent labelling and Internet of Things. Our purpose is to contribute greater clarity and confidence in marketplaces where transparency matters most.

We digitally streamline our clients' compliance processes, to help them demonstrate the lifetime story of an asset with greater efficiency and accuracy. As technology partners, we also support in powering resilience and sustainability. With information out in the open, we believe the value



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of many industries – from diamonds, to fine wines, to e-recycling – will be shared by all stakeholders throughout the value chain.

Everledger is certified with the ISO 27001 standard by the British Assessment Bureau, a testament to our robust, ongoing and systematic approach to information security.

Everledger has been nominated a [Technology Pioneer](#) by the World Economic Forum in 2018.

For more information, visit: [www.everledger.io](http://www.everledger.io)

#### **Background information for editors:**

By working with Everledger, stakeholders such as producers, manufacturers, certification houses and retailers can further evidence the origin, ownership and characteristics of their assets to increasingly more conscientious consumers. And consumers can have access to all this information on any device, from desktops to smartphones.

Founder and CEO Leanne Kemp is an acclaimed entrepreneur and prominent figure in the technology sector, having just been appointed for a second term as Chief Entrepreneur of Queensland in Australia. Ms Kemp co-chairs the World Economic Forum's Global Future Council on the Future of Manufacturing and takes part in the Global Future Council on Blockchain. She also leads workstreams at the Global Blockchain Business Council and co-chairs the World Trade Board's Sustainable Trade Action Group. She has recently joined the board of PACT and has been nominated an Adjunct Professor of Queensland University.

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#### **MEDIA RESOURCES:**

Spokesperson headshot and bio: [www.everledger.io/press-room/media-assets](http://www.everledger.io/press-room/media-assets)

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