

# FIVE Essential Natural Diamond Facts

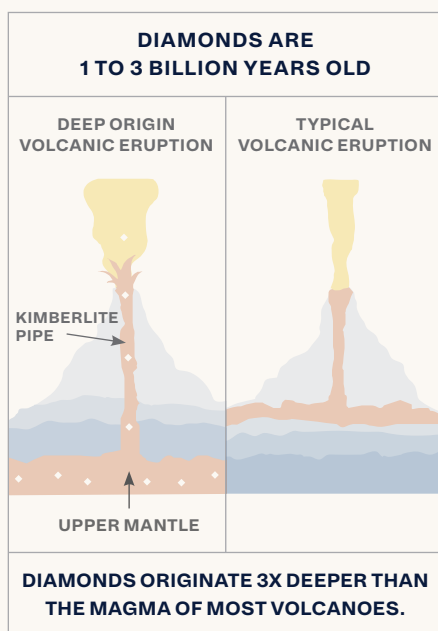
NATURAL  
DIAMOND  
COUNCIL

FACT

1

**Diamonds are older than life on Earth, a true miracle of nature.**

Long before there was life on Earth, there were diamonds. Most were created one to three billion years ago, and the youngest diamond ever found was over 100 million years old. Originating more than 100 miles beneath the Earth, they were pushed to the surface by volcanic eruptions 300-400 million years ago, long before dinosaurs roamed. Diamonds are the oldest thing that most of us will ever hold.



FACT

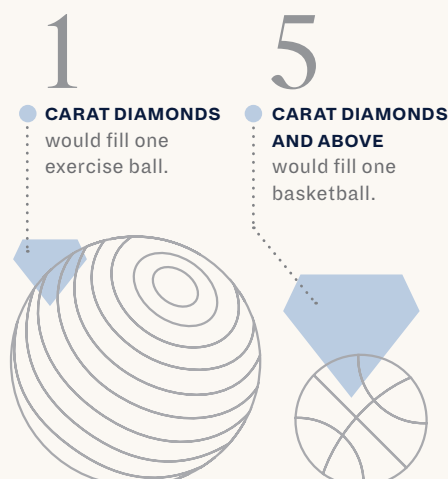
2

**Natural diamonds are rare and no two diamonds are the same.**

Diamonds are a finite natural resource. The number of recovered natural diamonds peaked in 2005 and have decreased ever since. Only 15% of kimberlite pipes ever found contain diamonds—and of these, only 1% are suitable for diamond recovery. Diamonds are completely unique of each other. They hold specific properties, characteristics, and even inclusions making them one of the most intimately personal items to select for oneself or for others.

## ANNUAL GLOBAL RECOVERY

The annual recovery of 1 carat diamonds would fill one exercise ball. The annual recovery of diamonds 5 carats and above would fill one basketball.



Source: NDC

FACT

3

**Demand for natural diamonds remains strong.**

Jewelry is the fastest growing luxury segment. Global sales of diamond jewelry reached record levels, at +52% since 2019 boosted by strong demand from Millennials and Generation Z, both for gifting and self-purchase. The self-purchasing woman is the main driver at +42% vs 2019, she is no longer the receiver but the one that is driving the purchase with control of \$32 trillion in worldwide spending.

According to Boston Consulting Group, Gen Z and Millennials are set to represent more than 60% of the luxury market by 2025. For these younger consumers, cultural credibility and authenticity is important, making the lasting value, uniqueness, emotional connection and versatility of diamond jewelry desirable.



Sources: De Beers Insight report 2022, NDC Diamond desirability report January 2021, Boston Consulting Group, McKinsey, Vogue Business and Catalyst.org/research/buying power 2020

# FIVE *Essential* Natural Diamond Facts

NATURAL  
DIAMOND  
COUNCIL

FACT

4

## The reality of modern diamond recovery

The diamond industry has worked hard to transform itself over the last 20 years. Today, conflict diamonds, are virtually eliminated from the market through the UN-mandated Kimberley Process. The diamond industry also goes above and beyond the Kimberley Process to encompass people, planet and business ethics. The industry abides by numerous international human rights frameworks and labor regulations, alongside country-specific rules to ensure it does business in the most responsible and sustainable way.

The diamond sector supports the livelihood of

10 million  
people globally



Source: naturaldiamonds.com

FACT

5

## The diamond industry makes an important contribution to the world.

The diamond sector supports the livelihood of 10 million people globally, including 1.5 million Artisanal and small-scale miners and their families in Africa and South America who provide 15% of the world's diamonds and whose livelihoods depend on demand for diamonds. The discovery of diamonds in Botswana has transformed the country from one of the poorest in the world to a middle-income country. Today, every child there receives free schooling until the age of 13 thanks to the Government's careful stewardship of diamond revenues that represent almost a third of Botswana's GDP. By any standard, diamond recovery has a very small environmental footprint and no chemicals are used to remove diamonds from the Earth. Mining companies are closely monitored by governments and local communities. Many operations are working on projects to move towards carbon-neutral status.

CLOSE TO 10% OF THE ENERGY THAT POWERS THE DIAVIK MINE IN CANADA COMES FROM ITS WIND FARM.

The natural diamond industry has a series of programs in place aimed at reducing energy consumption and CO2 emissions, and whenever possible, they are tapping into renewable energy sources, including a wind farm in Northern Canada and hydropower in Australia. The Diavik Diamond Mine has become a global leader in cold climate technology; proving that renewable energy works in a remote sub-arctic location. Given the isolation of the mine site and its extremely cold climate, innovative ways were found to prevent the turbines from freezing into inaction in temperatures plummeting below minus 40 degrees.

