



Ethics - Integrity - Honesty - Innovation

CORPORATE POLICY

VISION

To bring quality, value, and innovation to the retail jewelry industry by offering well designed products and superior service at competitive price points.

GOAL

To be the Premier Supplier of Jewelry to independent as well as multi unit retailers globally. Create products and collections that tell compelling stories and create excitement for our customers. Provide a complete B to B experience with in-store and online infrastructure and support.

COMMITMENTS

- ✓ Conduct the Business Ethically and Responsibly
- ✓ No Bribery & Facilitation Payments to gain any unfair business advantage
- ✓ Adhere to AML & CFT Regulations
- ✓ Prevent use of Conflict Minerals
- ✓ Comply with KP and World Diamond Council System of Warranties
- ✓ Conduct Supply Chain due diligence as per OECD Guidelines
- ✓ No support to Child Labour / Forced Labour
- ✓ No Discrimination amongst Employees
- ✓ Provide equal opportunity for growth to all employees
- ✓ Uphold Fundamental Human Rights and the Rights of Employees
- ✓ Provide a clean, safe and Healthy work place
- ✓ Reduce Environmental Impact of Operations
- ✓ Control use of Hazardous substances
- ✓ Comply with all Applicable Statutory & Regulatory requirements

Alex Malik

Alex Malik - CEO

January 2025