

# Nature's Difference

## What Sets Diamonds Apart



### No. 1: TIME

Diamonds were created by the heat and pressure of Earth from 1-3 billion years ago.



### No. 2: VALUE

The value of diamonds comes from their scarcity and increasing rarity as a natural resource.



### No. 3: UNIQUENESS

Just like everything in nature, no two natural diamonds are identical.

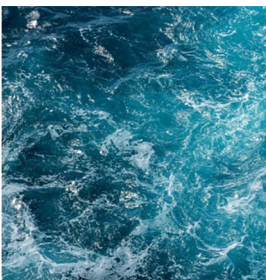


### No. 4: SUSTAINABILITY

The natural diamond industry supports the livelihood of 10 million people globally and helps local communities to generate long-term sustainable development.

**\$16 Billion**  
net positive socio-economic  
and environmental  
impact annually

- ◆ FEEDS COMMUNITIES
- ◆ BUILDS SCHOOLS
- ◆ PROTECTS NATIVE LANDS



### No. 5: RESPONSIBILITY

Natural diamond producers are committed to controlling and reducing their environmental impact – 83% of water used to recover natural diamonds is recycled.\*



*\*analysis conducted by Trucost, part of S&P Global, based on 2016/2017 data.*