



## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

### **Sarine Acquires App-Based Point of Sale Technology for Diamonds, Gemstones and Jewellery**

**Hod Hasharon, Israel, 30 May 2016** – Singapore Exchange Mainboard-listed Sarine Technologies Ltd ("Sarine") (U77:SI), a worldwide leader in the development, manufacture and sale of precision technology products for the evaluation, planning, processing, finishing and trading of diamonds and gems, is pleased to announce that the group has acquired the technology and assets of DiaMining, an established developer of Point of Sale (POS) applications for diamonds, gemstones and jewellery.

DiaMining's solutions offer retailers and wholesalers advanced state-of-the-art POS solutions that combine comprehensive multi-layered product information and digital imagery of their choice. By creating an informative and stunning display, with still and video imagery along with actual merchandise details, the app is designed to wow the buyer, whether a professional at a show or a consumer in a store, and close the sale. DiaMining's apps seamlessly integrate with many commonly used inventory management systems (IMS) and can easily be integrated to others. This capability enables sellers to showcase their entire available inventory, whether in the specific store, at any other of a chain's outlets, in the back office or even still at their suppliers. Furthermore, by allowing the user to define inter-relationships between various suppliers' stocks, such as linking a jewellery setting from supplier A to possible stones from suppliers X and Y, DiaMining's apps can even create virtual inventory. DiaMining's apps can thus become a key link in the supply chain by simplifying the complex end-product definition process, often made-to-order as customary in the industry. A seller can effectively pre-sell jewellery and only subsequently acquire the necessary components, significantly reducing inventory costs. DiaMining's apps are available for Android and iOS enabled devices.



This acquisition, for consideration (based on arm's-length negotiations with DiaMining's management) of US\$ 1.2 million in cash, provides Sarine with a proven platform, already used by over a hundred retailers, wholesalers and traders in major markets worldwide, for its Sarine Profile™. It opens an additional important channel for the proliferation of the Sarine Profile™ into the retail and wholesale segments of the diamond industry as well as the closely linked gemstone and jewellery industries, previously not directly addressed. The incorporation of DiaMining's apps into Sarine's offerings will facilitate Sarine Profile's™ reach as it further penetrates these markets in the US, Asia Pacific and worldwide.

Mr. Uzi Levami, Chief Executive Officer of Sarine stated, "Sarine's acquisition of DiaMining's assets will enable us to better support our customers at their actual points of sale, and to accelerate the Sarine Profile's™ adoption as an integral part of the diamond or gemstone jewellery sales process. The ability to integrate with our customers' inventory management systems will also allow us to provide a more complete solution and to offer our customers significant cost savings in inventory procurement and management."

#### **About Sarine Technologies:**

Established in 1988, **Sarine Technologies Ltd.** is a worldwide leader in the development and manufacturing of advanced evaluation, planning, processing, and finishing systems for diamond and gemstone production. Sarine products include diamond Cut, Color and light performance grading tools, the Galaxy™ family of inclusion mapping systems, rough diamond planning optimisation systems, laser cutting and shaping systems, laser-marking and inscription machines and polished diamond visualisation systems. Sarine systems have become an essential gemology tool in every properly equipped gem lab, diamond appraisal business and manufacturing plant, and are today considered essential items by both diamond dealers and retailers. For more information about Sarine and its products and services, visit <http://www.sarine.com>.

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