



PRESS RELEASE

FOR IMMEDIATE RELEASE



New Art CIMA Ltd. Introduces Sarine Diamond Journey™

Japan's leading bridal jewellery retail chain to enhance customer experience with Sarine's Diamond Journey™ provenance solution

Hod Hasharon, (Israel), April 14th 2019 – Singapore Exchange Mainboard-listed Sarine Technologies Ltd ("**Sarine**" or "**the Company**" and together with its subsidiaries "**the Group**") (U77:SI), a worldwide leader in the development, manufacture and sale of precision technology products for the evaluation, planning, processing, finishing, grading and trading of diamonds and gems, is pleased to announce that NEW ART CIMA Ltd. is introducing the Sarine Diamond Journey™ as a centrepiece of its new marketing campaign and consumer experience.

The Sarine Diamond Journey™ focuses on the story of the diamond from its origin and rough structure until its final polished form. The provided graphic and video depictions provide today's consumers with a unique experience and the full transparency they seek from a respected brand in an intuitive format. The diamond's actual transition through its various stages of cutting, shaping and polishing is chronicled with actual visual imagery captured throughout the manufacturing process by Sarine's cutting edge systems. Sarine's provenance offering is unique in that only it is able to accurately and efficiently provide true high-quality information directly derived from the actual technology utilised during the various processes involved in the manufacture of the more than 55 million diamonds created using our advanced systems annually.

In addition, NEW ART CIMA Ltd. is also introducing Sarine's latest exciting enhancement to the Sarine Diamond Journey™ – the 3D-Origin™. The 3D-Origin™ is an accurate 3D-printed model of the specific rough stone from which the documented polished diamond was derived, as modelled by Sarine's actual systems utilised in its initial analyses stages (see imagery below).



The 3D-Origin™ provides the consumer with a whole new level of understanding of just how complex and sophisticated the painstaking process of creating their unique natural gem really was. The 3D-Origin™ is a unique ability provided only by Sarine's copyrighted IP.

NEW ART CIMA Ltd., which established the successful semi-order bridal ring business model twenty five years ago was the first retailer to adopt the Sarine Light™ grading reports in 2013, has been growing rapidly over the past few years. NEW ART CIMA Ltd. is currently the leading bridal diamond jewellery retailer in Japan, and is aiming to continue its growth and dominance by continually leveraging Sarine's cutting edge innovations, to which it attributes part of its success. NEW ART CIMA Ltd. will initially offer The Sarine Diamond Journey™ in its Exelco Diamond brand stores.

Mr. Shiraishi, President of NEW ART CIMA Ltd., said, "NEW ART CIMA is proud to be the trend setter in bridal diamond jewellery in Japan. We strongly believe that the Sarine provenance reports that we will now offer, in addition to the Sarine Light reports, which we were the first to adopt in 2013, will provide our customers with enhanced value and upgrade their shopping experience. We are very excited about the 3D-Origin™, as we are confident that it too will be an important layer in our offering, as it will provide an experience never seen before. Mr. Shiraishi added, "We are happy that we have found a strategic partner in Sarine that continuously introduces new high quality innovative solutions for diamond retailing. We have clearly benefitted from this relationship and we believe that by now being the first retail chain worldwide to offer the Sarine Diamond Journey™, greatly enhanced by the new 3D-Origin™, we will maintain our brand's leadership and differentiation."

David Block, the CEO of Sarine, commented, "We are again honoured that NEW ART CIMA has chosen our new traceability solution and the just devised 3D-Origin™ for its esteemed Exelco Diamond brand. We believe our mutually beneficial relationship these past six years has demonstrated that we are committed to not only fully support our customers with their current endeavours, but also continuously provide them with new solutions that add significant value." Mr. Block added, "It is indeed gratifying to hear that our light performance grading reports have helped underpin NEW ART CIMA's dramatic growth, and we will make every possible effort to ensure that NEW ART CIMA will similarly benefit from the our provenance reports as well. I believe that consumer recognition of the intrinsic value of verifiable diamond sourcing, at its different layers, will increase, and demand for it will grow significantly, as it is at the forefront of today's consumers' concerns for responsible sustainable economics.



Clearly, Sarine is uniquely positioned to fulfil this demand, as its technology's presence throughout the entire diamond value chain is key to the provision of high quality accurate verifiable information that is required for true traceability."

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 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 Clarity, Color, Cut and light performance grading tools and visualisation systems. Sarine systems have become standard tools in every modern manufacturing plant, properly equipped gemmology lab and diamond appraisal business, and are essential aids for diamond polishers, dealers and retailers. For more information about Sarine and its products and services, visit <http://www.sarine.com>.

Contact:

APAC IR

Cyrus Capital Consulting
Mr. Lee Teong Sang
Tel: +65-9633 9035
teongsang@cyrus.com.sg

North America IR

MS-IR LLC
Ms. Miri Scharia-Segal
Tel: +1-917-607-8654
msegal@ms-ir.com

Sarine Technologies Ltd

Marketing & Communications
Ms. Romy Gakh-Baram
Tel: +972-9-7903500
romy.gakh-baram@sarine.com