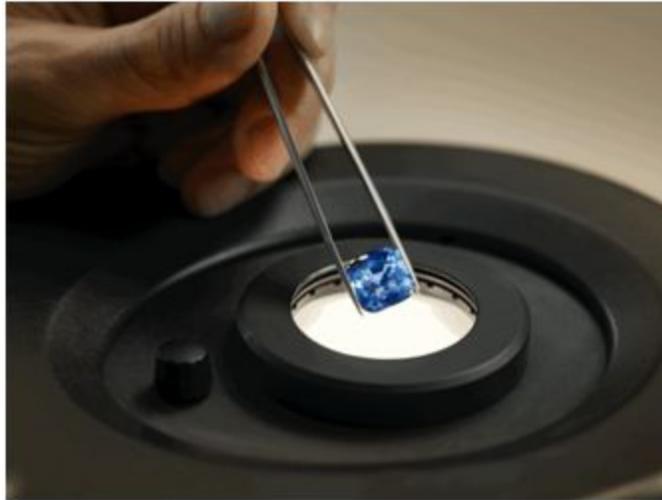


**PRESS RELEASE**

**EVERLEDGER AND GÜBELIN SIGN PARTNERSHIP FOR FIRST-IN-WORLD BLOCKCHAIN COLOURED GEMSTONES PROVENANCE TRACKING**



*Gübelin Gem Lab gemstone*

**London, 09 January 2018:** First Blockchain for coloured gemstones – Everledger and Gübelin Gem Lab have signed a partnership to create new transparency levels in the gemstone industry.

Everledger, a leading global emerging technology enterprise, and the Gübelin Gem Lab, one of the most renowned gemmological laboratories, have partnered to drive more transparency in the gemstone industry by creating the Provenance Proof Blockchain for coloured gemstones.

As a next generation application for tracking the provenance of high-value assets, Everledger is combining its proven blockchain-based solution platform with the Provenance Proof initiative established by the Gübelin Gem Lab. Under the Provenance Proof initiative, the Gübelin Gem Lab is developing technologies to further drive transparency in the gemstone industry.

In the past month, as part of this initiative, this collaboration to establish a blockchain for coloured gemstones has kicked off, aimed at combining transparency, integrity and security with the level of privacy and confidentiality required to bring together all stakeholders involved in the lifecycle of a coloured gemstone from mine to end-consumer. This will be applied to every coloured gemstone and enables a completely new level of transparency across the industry.

Leanne Kemp, Everledger Founder & CEO stated, “We are pleased to embark on such a monumental collaboration with the Gübelin Gem Lab, a gemmological pioneer, combining our solution with their patented technology under the Provenance Proof initiative, as a world-first.”



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“Having successfully applied Everledger’s innovative solution to the diamond industry, it is a natural progression to now expand the application to the coloured gemstones industry. There is a strong need for the next-level transparency that will be established by our collaboration in this fast-expanding industry. A steady growth over the past few years has been seen, with estimated global rough gemstone sales for emeralds, rubies and sapphires reaching USD2.5 billion in 2015<sup>1</sup>.”

“Our purpose of trust-building and driving next-generation practices for global markets by enabling transparency across the supply chain aligns perfectly with the Gübelin Gem Lab’s own purpose of the Provenance Proof initiative. We look forward to paving the way to better assurances from mine to market.”

Raphael Gübelin, President of the Swiss family-run business, of which the laboratory is a fully independent subsidiary, explains: “The concept and technology of a blockchain transforms an opaque business based on trust into a business based on transparency. The combination of the blockchain with the application of physical tracers – such as the Emerald Paternity Test – is a quantum leap for our Provenance Proof initiative. Thinking further into smart contracts, it opens up completely novel business models in our industry, and opportunities to establish more sustainable and fairer practices.”

The project is targeted to be launched to market in mid 2018.

**-ENDS-**

### **About Everledger**

Founded in 2015, Everledger is a global enterprise that tracks the provenance of high-value assets on a global digital ledger. Using the best of emerging technology including blockchain, Everledger provides stakeholders across supply chains with an immutable history of an asset’s authenticity, existence and ownership. Everledger started off with tracking diamonds and currently has the provenance of over 1.8 million diamonds cryptographically-certified on the blockchain. This innovative technological solution has since expanded into the world of fine wine and art, among other industries. For more information, visit [everledger.io](http://everledger.io)

### **About Gübelin Gem Lab**

Gübelin operates one of the world’s most respected gemmological laboratories as a completely independent subsidiary. In its laboratories in Lucerne, Hong Kong and New York, the Gübelin

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<sup>1</sup> “Governing the Gemstone Sector: Lessons from Global Experience”, The Natural Resource Governance Institute, May 2017.



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Gem Lab provides analyses of diamonds, coloured gemstones and pearls, and is particularly known for its expertise in coloured gems.

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