

Its size won't
grow over time.

Its value
most likely will.



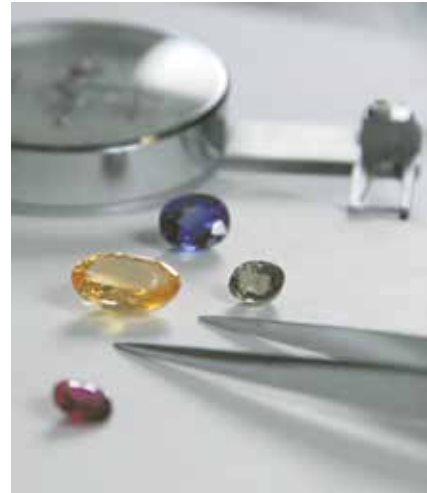
FRIEDEN

SWISS JEWELLERS SINCE 1898



Why investing in high quality gemstones is becoming so attractive these days

- Very low volatility compared to other asset classes (e.g. gold, shares).
- No correlation with financial asset classes; high resilience to macroeconomic shocks.
- High value versus small volume, easy portability.
- At auctions (Christie's, Sotheby's) prices for rare gems have regularly outperformed stock indices, gold, commodities and real estate.
- World-wide demand for top-quality gemstones is increasing dramatically, e. g. new markets in India and China.





The origin of a gemstone is one of the key factors for quality

- Only natural, untreated gemstones of highest quality and of famous origins qualify for investment purposes.
- Examples comprise pink diamonds from the Argyle mine in Australia, rubies and sapphires from Burma, blue sapphires from Kashmir, blue and fancy-coloured sapphires from Sri Lanka and Madagascar, rubies from Mozambique, emeralds from Colombia, spinels from Burma, Vietnam and Tanzania.
- Mines in these origins are or will soon be depleted, hence high quality gems from these deposits are getting even more scarce.



High quality gemstones have to have a recognized certificate

- Gemstones can be treated (enhanced) in many ways.
Today only a small fraction of all gemstones are fully natural (untreated) – these become more and more rare.
- All rare and natural gemstones must therefore have an internationally recognized gemmological certificate from laboratories like GIA, SSEF, Gübelin, confirming not only its origin but also the absence of treatment.
- As a consequence of the rarity the entry ticket for a gem investment is rather high: minimum USD 50,000, rather USD 100,000 and more per stone.



Example 1: **The importance of origin of a ruby**

A top quality, unheated ruby of 6 ct (1.2 g) from Mogok (Burma) can sell up from USD 500,000 to USD 1 million per carat, while a comparable ruby from Mozambique might be priced at USD 100,000–150,000 per carat.

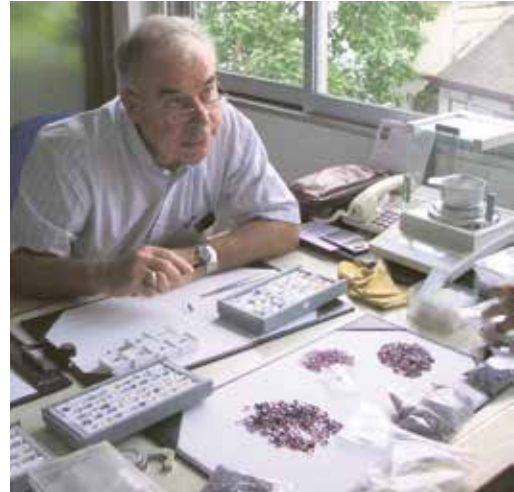




Example 2:

Price appreciation of a sapphire

A sapphire from Kashmir of totally 5 carat sold for USD 10,000 in the year 1965. In 2000 it sold for USD 250,000 and it sells today for USD 1,000,000. The mine has been depleted for decades.





What are the risks and downsides?

- Gemstone investments are relatively illiquid compared to most traditional asset classes.
- It's a secretive and opaque industry, absence of regulation.
- Risk of investing in the wrong (not exclusive enough) gemstones and/or at an unattractive price.



In no other asset class it is so important to work with a partner with deep expertise (gemmologist) and highest standards of integrity and knowledge about the market, buying at the countries of origin.



Why is Frieden the right partner for gem investing?

- Frieden Ltd. is a jewellery manufacturing and gemstone trading company, specializing in rare gemstones sourced from all across the world.
- All gemstones are carefully selected from the highest standards of colour, clarity and cut. We specialize in rare coloured gemstones from the most sought-after origins like Burma for rubies and sapphires, Sri Lanka and Madagascar for blue and fancy-coloured sapphires and Colombia for emeralds.
- We do exhibit internationally throughout the year including the Baselworld and GemGenève Show.



Frieden for coloured stones

- For decades the passionate gemmologists Thomas Frieden and René Lauper have built up a high reputation as professionals for gemstones, e.g. diamonds and precious coloured gemstones.
- Thanks to regular trips to mines and marketplaces we have an extraordinary worldwide network in the countries of origin. Sourcing gems from their origins not only allows us to buy at the best prices, but also provides us with a steady stream of market information, such as availabilities, prices or trends.
- Our love for coloured gemstones motivated us to become a part owner of a mine in Madagascar from where natural coloured sapphires in a wide range of pastel colours are imported.



Thomas Frieden

Gemologist G.G. GIA, Expert SGG



Since 1970 Thomas Frieden has built up an extensive worldwide network of gem sourcing in most of the gem producing countries. In the gemstone industry he is known for his honesty, integrity and reliability. He is a sought-after speaker on the topic of gems.

1968	Gemmologist at the Gemological Institute of America (G.G. GIA)
1969	Expert Diploma of the Swiss Gemmological Society. Entering the family business of manufacturing jewellery and dealing in gemstones and pearls (founded 1898)
1985–1987	President of the Swiss Gemmological Society (SGG)
1980–1995	Member of the Board of the SGG
1987–2008	Member of the Board of the Swiss Gemmological Institute (SSEF) in Basel



René Lauper **Gemologist G.G. GIA, Expert SGG**



René Lauper became partner of Thomas Frieden in 1979. With his professional know-how he contributed to the high reputation of Frieden as experts of gemstones.

1974	Gemmologist at the Gemological Institute of America (G.G. GIA)
1975	Product Manager at Frieden Ltd.
1979	Partner at Frieden Ltd.
1980	Expert Diploma of the Swiss Gemmological Society (SGG)
1995–2018	Member of the Board of the SGG

Investing in rare gemstones...

... is an original way of asset diversification,
a way to mix passion and fascination with return
on investment in the long term.



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