

PRESS RELEASE

EVERLEDGER AND BRILLIANT EARTH PARTNER TO REDEFINE JEWELLERY INDUSTRY SOURCING STANDARDS USING BLOCKCHAIN TECHNOLOGY



Brilliant Earth's Waverly Diamond Ring

London, 11 January 2018: Everledger, a global emerging technology enterprise, has today announced a partnership with Brilliant Earth, the leader in ethically sourced bridal and fine jewellery. The two companies aim to implement a blockchain-based system for Brilliant Earth's supply chain to provide stakeholders with an immutable history of authenticity and ownership.

The strategic partnership jumpstarts the process of defining next-generation standards in the jewellery industry through a collaborative approach, with both Everledger and Brilliant Earth well-established with leading efforts in the commitment to promote transparency and responsibility in the industry.

Everledger's cutting-edge blockchain-based technology solution will be integrated with Brilliant Earth's supply chain to seamlessly and securely track gemstone origin, and provide greater consumer assurance for responsible practices.

Leanne Kemp, Everledger Founder & CEO stated, "We are excited to develop this strategic partnership with Brilliant Earth, which sees further expansion of our real-world application of emerging technology to facilitate the transformative approach to industries for a more sustainable and responsible profile."

"Our hybrid technical model encompasses next-level solutions which include the use of smart contracts to empower the blockchain, allowing new value-added services integral to facilitate compliance to standards in a seamless and speedy manner."



PRESS RELEASE

Carrie George, Brilliant Earth Director of Responsible Sourcing, said, “Brilliant Earth has always been an advocate for transparency and change, and our partnership with Everledger demonstrates our latest step in reaching for the highest standards possible in the jewellery industry.”

“By integrating Everledger’s blockchain-based solution platform into our current processes, we hope to establish a new standard for addressing social and environmental issues related to mining and manufacturing of gemstones and precious metals.”

Everledger’s leading innovative work in enabling transparency along the supply chain will support and move forward Brilliant Earth’s mission to cultivate a more ethical, transparent and sustainable jewellery industry.

Together, the brands will be piloting multiple aspects of the Brilliant Earth supply chain to be on Everledger’s blockchain-based solution platform, starting with diamonds and aimed at eventually expanding beyond into precious metals and coloured gemstones for maximum cross-industry impact.

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

ABOUT BRILLIANT EARTH

Brilliant Earth is the leading global retailer of responsibly sourced fine jewelry and a leading e-commerce jeweler. Founded in 2005 by Beth Gerstein and Eric Grossberg, Brilliant Earth is dedicated to creating exquisite fine jewelry while promoting a more ethical and transparent jewelry industry. Our fine jewelry is handcrafted from recycled precious metals and set with beyond conflict free diamonds and colored gemstones that meet high standards of social and environmental responsibility. Additionally, Brilliant Earth donates five percent of its profits to help communities impacted by the jewelry trade to build a brighter future. For more information on Brilliant Earth or to browse full collections, please visit BrilliantEarth.com.



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