

DIAMCO

DIAMONDS TOKENIZED

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DIAMCO — what is this?

DIAMCO is a blockchain ecosystem and offline infrastructure of efficient emission, logistics and storage of tokenized diamonds of given quality with internal payment tool - **DIAM token**.

We create **liquidity and investment attractiveness** to the diamond industry through standardization turning diamond into a commodity by analogy with precious metals and crude oil

The project is being developed in partnership with the jewelry house “Maximilian London” and independent depository in Dubai in partnership with DMCC; the fundraising campaign for DIAMCO development is going to be done through a **series of private sale rounds of DIAM token**

The first product of DIAMCO is a stable **AL'COIN** token, backed by a real diamond with the standard characteristics - **DIAMCO Standard**. Emission of AL'COIN is going to be done through regular auctions baked by smart contracts with pricing based on Rapaport tables. Using blockchain we guarantee strict accounting where for **1 AL'COIN** token only **1 diamond** of DIAMCO Standard exist in the safe custody

DIAMCO is founded by businessmen and experts from the diamond industry, professional private bankers and fund managers (such as UBS, JP Morgan, Bank of China, Private family offices) and technological entrepreneurs with proven VC traction and successful IT solutions already running on the market

Diamond issues as an asset

- ❖ Lack of liquidity in the diamond industry
- ❖ No mechanism for finance accounting and evaluation
- ❖ No transparency and trust in pricing and logistics
- ❖ Credit risk and KYC issues for the dealers
- ❖ Unreliable and/or inconvenient storage
- ❖ Inefficient taxation for direct purchase with duties and VAT
- ❖ Insecure ownership and lack of confidentiality
- ❖ Issues for cross-border operations
- ❖ Huge price losses on resale

Problems of cryptocurrency industry

Extreme VOLATILITY

The market is immature and very volatile. Within several months the Bitcoin price can vary in a range of 300% without speaking about altcoins

Lack of audited STABLE COIN

There is still no Stable coin with acknowledged audit and common trust. There are usually no guarantees given of exit into solid asset from them

Uncontrolled SHARPE RATIO

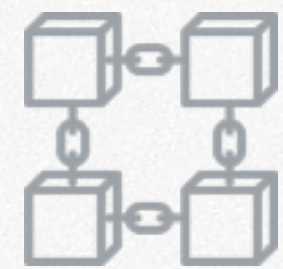
For large funds there is no opportunity to influence on Sharpe ratio that is a tool to assess the fund performance efficiency in essence the risk/profitability ratio, when considering not only the profit but the appetite to taken risk

SAFE HAVEN through fiat is taxable

Under market failure Safe haven create a situation through fiat when the necessity to pay VAT occurs, there is no possibility to record this through other cryptocurrencies

Our solution

Industry disruption



USAGE OF BLOCKCHAIN

Use blockchain technology to increase transparency of operations and secondary distribution possibility by stock tools as well as for efficient Duty-Free logistics and automatic redemption of diamond tokens at the distribution locations across the world



DIAMCO STANDARD

Create liquidity of the diamond industry through the creation of own standard, that will be commoditized to deepen the market – **DIAMCO Standard** (by analogy with Brent/WTI for the crude oil)



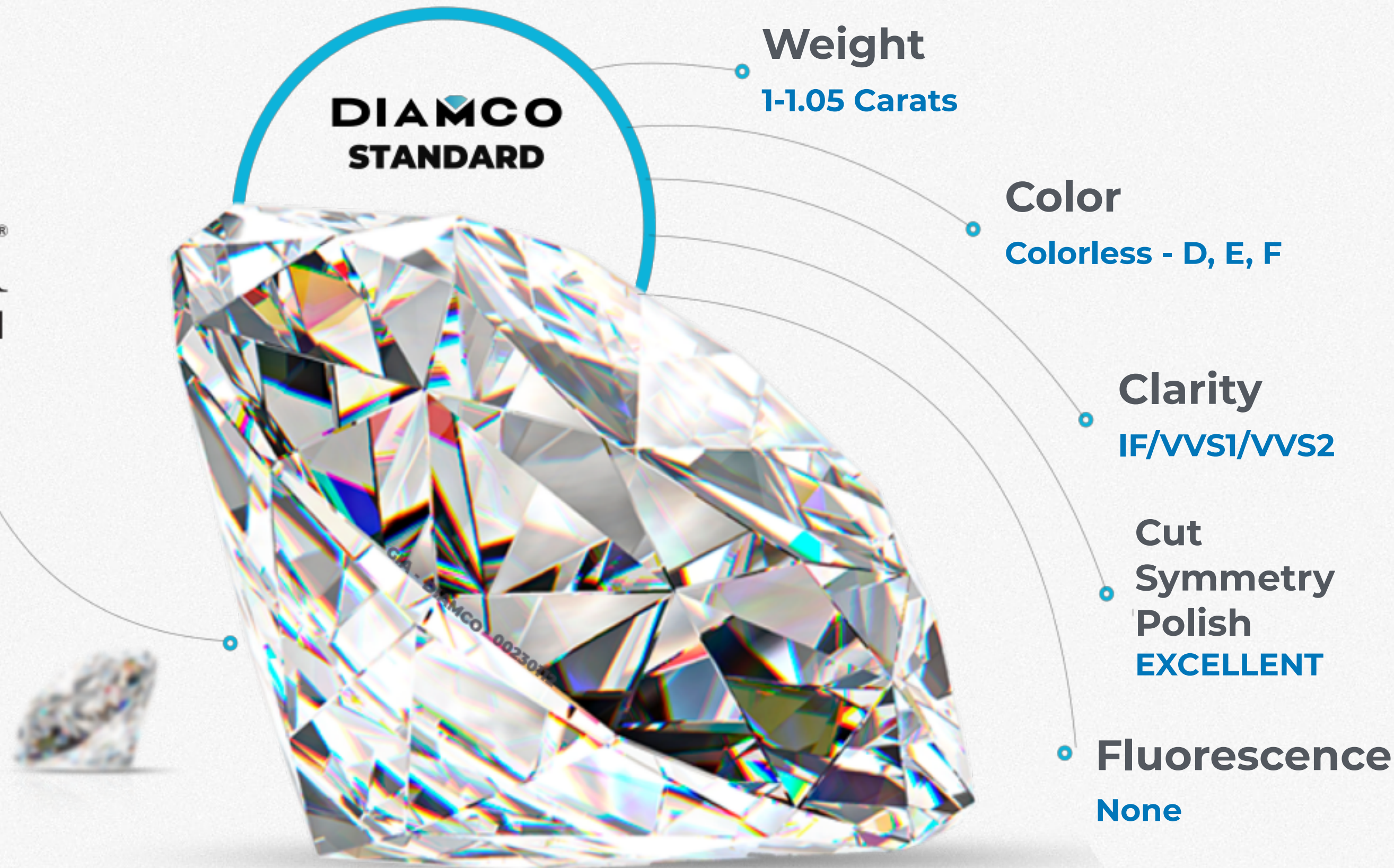
CRYPTOCURRENCIES FOR PURCHASES

To give an opportunity to **purchase diamonds with cryptocurrencies** as a mean to oppose the demonetization and returning function of the private money

AL'COIN - token for DIAMCO Standard diamond



Only natural
No synthetics



The first platform product is **AL'COIN token** that solves a whole range of the announced problems

- ◆ We bring liquidity to the diamond market through standardization and commoditization
- ◆ AL'COIN is coin backed by a diamond of **DIAMCO Standard** with predefined set of specifications which are with a relatively high demand from both jewelry industry, high net worth individuals and institutional funds
- ◆ **AL'COIN - is a true stable coin**
We provide strict compliance
1 AL'COIN = 1 diamond of DIAMCO Standard

By tokenization the given diamond is easy to own, easy to buy / store / sell and safely redeem to the physical diamond in the Duty-Free distribution locations or safe custody provider

DIAM — internal platform token

To develop ecosystem and infrastructure we implement multi-round private **DIAM** token placement. DIAM is an **internal ecosystem fuel** and a fundraising instrument for DIAMCO development. DIAM has utility nature and properties but to reduce legal risks we are going to be compliant with Reg S and/or Reg D in the US; the secondary listing is expected on DIAMCO platform and crypto exchanges



1 DIAM = 0.01 USD



Payments for products and services on DIAMCO



REG D / REG S



Cashback and discounts



Secondary listing on the existing exchanges



Reserve fund for customer protection



Commission payments



Reducing the free float amount using special smart-contract logic during commission payments

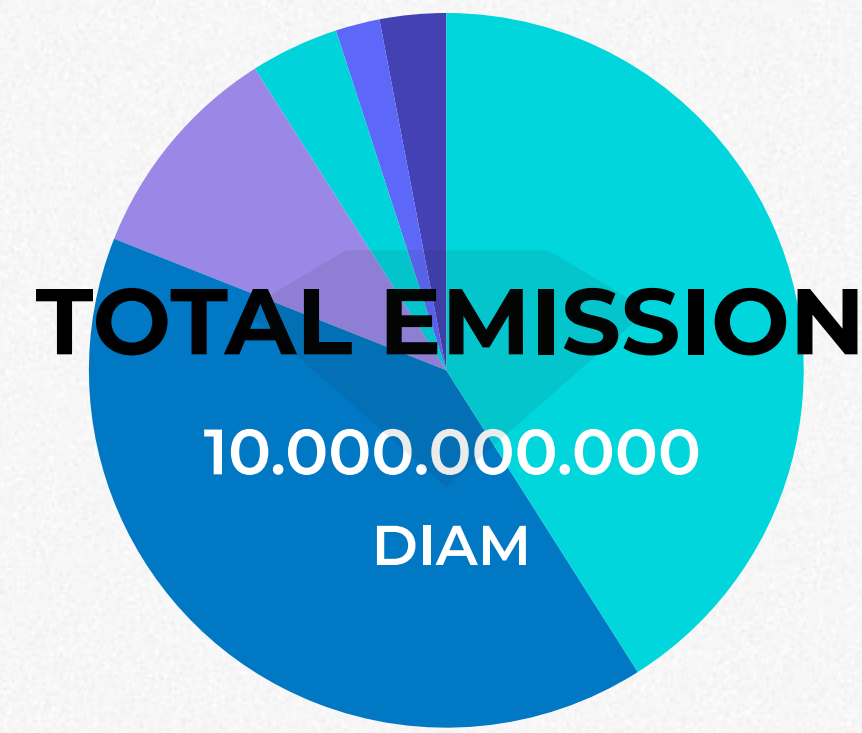
DIAM is an ecosystem fuel which connects all parts of the platform and can be used for:

- ◆ Paying all commissions during transactions (buying and purchasing AL'COINs, redeem into the diamond in non-standard places, etc.) is possible only in DIAM
- ◆ For the purchased AL'COINs during auctions:
 - Right to pay up to 20% of AL'COIN price in DIAM giving only 10% in DIAM and accounted for the price twice as higher as the market price of DIAM, OR Receive 10% cashback in DIAM from the purchase volume
- ◆ Customer protection – for all contracts obligations (bid for AL'COIN purchase, sell of AL'COIN by a provider, etc.) in case of inability to pay 100% – we claim to prepay 10% in DIAM of the total contract obligations
- ◆ As a mean of compensation and surcharge in case of AL'COIN redeem related fluctuations depending on carat weight (1-1.05) or small difference in the specification (E-IF compared to F-VVS2, etc.)

The business model of the ecosystem for its efficient operations will demand as a minimum 10% of the total platform turnover. 1/3 of system commission fees paid in DIAM (for instance, 5% from AL'COIN emission), DIAMCO will remove from the free float operations and lock on a special smart-contract

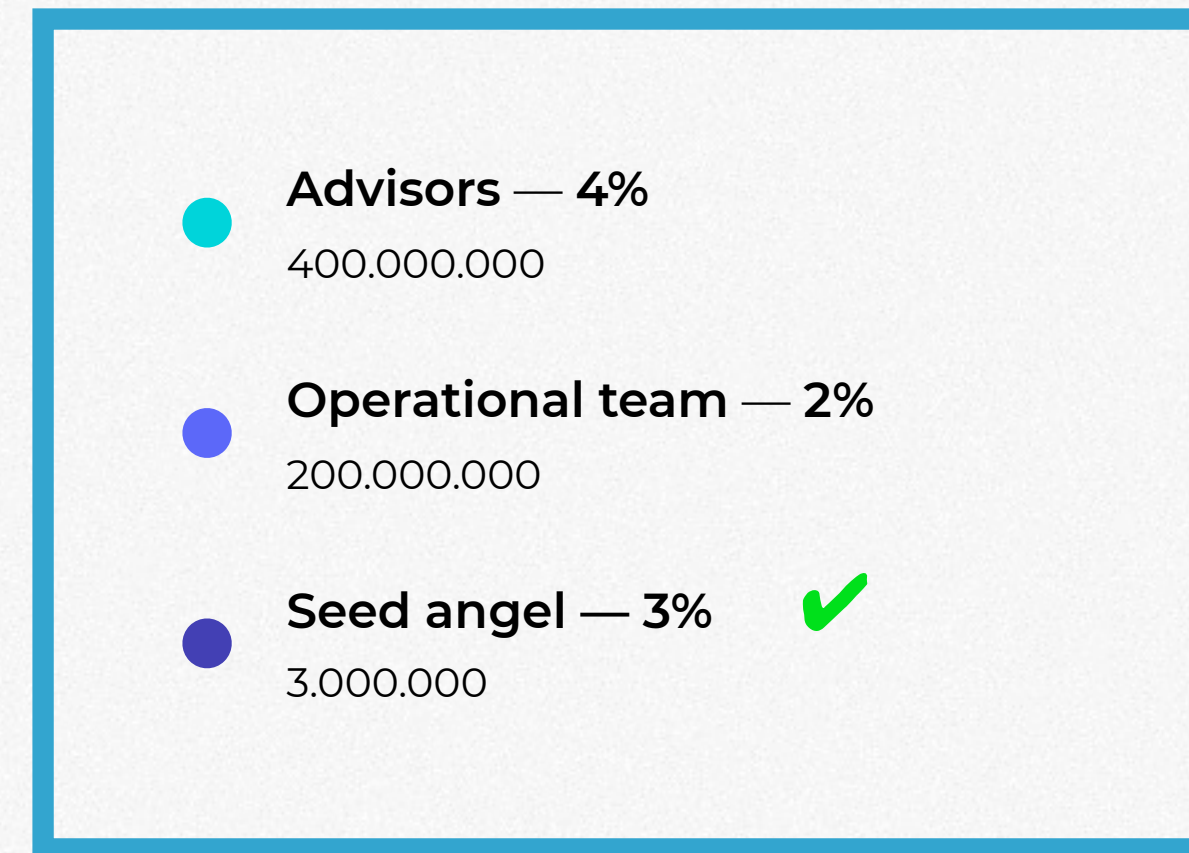
DIAM — placement

Token distribution



- Private sale — 40%
4.000.000.000
- Pre-sale — 41%
4.100.000.000
- Reserve fund — 10%
1.000.000.000

🔒 12 months



\$15 mln.
SOFT CAP

\$50 mln.
HARD CAP

Base discount for the private sale — 30%

Additional discounts for lock up period and purchase volumes

Volume / lockup	3 months	6 months	12 months
3-5 mln \$	40 %	50 %	60 %
1-3 mln \$	35 %	45 %	55 %
0.1-1 mln \$	30 %	40 %	50 %

Base discount for the pre-sale — 10%

Additional discounts for lock up period and purchase volumes

Volume / lockup	3 months	6 months	12 months
3-5 mln \$	20 %	30 %	40 %
1-3 mln \$	15 %	25 %	35 %
0.1-1 mln \$	10 %	20 %	30 %

Our team

We have built a brilliant international team with professionals from the world of investments, fund management, diamond industry, technology entrepreneurs, digital and blockchain specialists.



Dan Artsinovich
CEO

CEO MaximiliaN Silver
Former Director in Renaissance capital group



Amy Kristen Yuen
Chief Strategy Officer

Former Senior Director in Nasdaq listed companies, Head of IoT and Big Data in a Fortune Global 100 company,



Gary Sum
CEO, Asia and China

Chairman of Swiss Capital Group since 2006, ex-banker in Bank of China & UBS, Author of first publication in ICNNSP since 1993



Simon Je
Co-Chairman, Asia

Chairman of Hong Kong International Blockchain & Financial Association, founder of Galaxy Treasure Financial Group Holdings



Anton Trantin
COO

IT Entrepreneur, several blockchain projects launched already on the market, speaker and jury in ICO competitions, Yorso and Innosoft founder



Arthur Tazhitdinov
CTO

Deep blockchain technical expert, Ethereum Foundation branch project consultant for Plasma Protocol, author of the course for Blockchain developers



Mike Sergeev
CMO

More than 30 projects in digital marketing, built the community for 100k people during ICO which collected ~ 85 000 ETH

Our team and partners

Our experienced managing board and advisory team from diamond industry, world of banking and investments, international relationships and blockchain helps to develop DIAMCO strategically. Each company-partner provides us with resources to solve any business task we have during the project execution



Colin Wu

Chairman of Hong Kong Intellectual Property Exchange and executive vice chairman of the Board of Directors at US China Business Association (USCN).



Alex Sizov

Finance advisor

Former managing director in Renaissance capital, JP Morgan and UBS, experienced private banker and fund manager



Eugene Morozov

CBDO, USA

Experienced C-Level, Ex-JPMorgan, Deutsche Bank, Renaissance Capital. Partner at SCGI, Specialist in compliance and US markets.

Companies-Partners:



General partner of DIAMCO



Technology partner of DIAMCO



In negotiation phase:





Stay tuned with us!

Whitelist — diamco.io

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