

Chow Tai Fook and GIA Bring Diamond Grading Reports  
to Consumers via Blockchain

*T MARK customers first to benefit from this secure technology*

**CARLSBAD, Calif. and HONG KONG - May 23** - Renowned jewellery group Chow Tai Fook Jewellery Group (“Chow Tai Fook”) and GIA (Gemological Institute of America), the leading independent diamond grading authority, will use blockchain technology to deliver secure, digital diamond grading reports to consumers for the first time.

Clients of Chow Tai Fook’s diamond brand, CHOW TAI FOOK T MARK (“T MARK”), will receive a permanent and immutable blockchain record of their diamond’s GIA grading information.

This innovative service will first be piloted in selected Chow Tai Fook stores in Hong Kong before expanding to other locations at the end of 2018.

Kent Wong, Chow Tai Fook managing director, said “We are very proud of our cooperation with GIA which gives our customers additional assurance and transparency, and the opportunity to have both diamond grading and diamond traceability information at their fingertips.

This is an important industry breakthrough and adds a new chapter to the customer experience.”

“Securely linking T MARK customers to their diamond’s grading information through the use of blockchain is an important step to enhance consumer trust,” said Tom Moses, GIA executive vice president and chief laboratory and research officer.

“GIA has been delighted to work closely with Chow Tai Fook to bring this advancement to the entire gem and jewellery community.”

GIA diamond grading information for T MARK diamonds will be written directly to a blockchain ledger shared between Chow Tai Fook and GIA. The unique record of the diamond’s information is transferred via the T MARK app to the final customer.

This is among the first consumer-facing initiatives to use the blockchain to put diamond grading information directly into the hands of the consumer. This is an important milestone as blockchain moves from business-to-business, to business-to-consumer.



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The initiative was developed with leading blockchain solutions provider Everledger and is secured by the IBM Blockchain Platform.

Leanne Kemp, Everledger chief executive officer, said, “We are delighted to be working with two industry giants to provide assurance for customers through our pioneering work with blockchain technology for the diamond industry.”

This is a great result of more than two years of work and we look forward to continue delivering business and customer benefits for the entire industry.”

“Bringing data on quality and provenance to the consumer through the use of blockchain is an important shift in creating a more transparent marketplace where buyers have better insight on purchasing decisions,” said Marie Wieck, General Manager, IBM Blockchain. “IBM’s highly secure blockchain platform, delivered on the IBM Cloud, makes it possible for Chow Tai Fook and GIA to bring this innovation to consumers.”

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**About Chow Tai Fook**

Chow Tai Fook Jewellery Group Limited (the "Group"; SEHK stock code: 1929) was listed on the Main Board of The Stock Exchange of Hong Kong in December 2011.

Founded in 1929, the Group’s iconic brand "Chow Tai Fook" has been widely recognised for its trustworthiness and authenticity, and is renowned for its product design, quality and value. The success of the Group and its iconic brand is rooted in innovation, craftsmanship and heritage. The Group also holds other jewellery brands including CHOW TAI FOOK T MARK, Hearts On Fire, MONOLOGUE and SOINLOVE, which are the first examples of a long term multi-brand strategy rollout.

The Group's commitment to sustainable growth is anchored in its "Smart+" strategy, which is in place to promote long term innovation in the business, in people and in culture. Another asset underpinning sustainable growth is a sophisticated vertically integrated business model. This supports the Group by fostering excellence and extending opportunities along the entire value chain to communities and industry partners.



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With an extensive retail network in Greater China, Korea, Japan, Singapore, Malaysia and the United States, and a fast-growing e-commerce business, the Group is implementing effective online-to-offline ("O2O") strategies to succeed in today's omni-channel retail environment.

**About GIA**

An independent nonprofit organization, GIA (Gemological Institute of America), established in 1931, is recognized as the world's foremost authority in gemology. GIA invented the famous 4Cs of Color, Clarity, Cut and Carat Weight and, in 1953, created the International Diamond Grading System™ which is recognized around the world as the standard for diamond quality.

Through research, education, gemological laboratory services and instrument development, the Institute is dedicated to ensuring the public trust in gems and jewelry by upholding the highest standards of integrity, academics, science and professionalism. Visit [GIA.edu](http://GIA.edu).

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