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**THE DIAMOND FUND**  
WORLDWIDE

**The Diamond Fund**

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## HISTORY

The diamond/Gem history is the history of DeBeers. Up until the mid-1800s, diamonds were a rarity and could be seen only on the hand of a monarch. But the diamond rush that began in South Africa in the second half of the 19th century flooded the market with diamonds, which, as any good businessman knows, kills demand.

Cecil Rhodes, sensing he had ventured into an untapped market, bought up diamond fields, including one owned by two brothers named "DeBeer." In 1880, he created the De Beers Mining Company.

Thus, it only took a few years for De Beers to become the owner of virtually all South African diamond mines.

De Beers took on many forms around the world as its influence in the diamond trade grew. Rhodes created distribution arms through "The Diamond Syndicate," including "The Diamond Trading Company" in London.

Diamond claim holders and distributors joined up with De Beers because their interests were the same: create a scarcity of diamonds and high prices will follow. And while other commodities have seen price fluctuations over the years, diamonds prices have climbed since the Great Depression.

Oppenheimer, a rival diamond producer with his own production company (Anglo American Corporation, essentially bought his way onto the board of directors over the years. By 1927, he was chairman of the board.

Under Oppenheimer, De Beers and its Central Selling Organization established exclusive contracts with suppliers and buyers, making it impossible to deal with diamonds outside of De Beers.

The structure of the business remained the same for much of the 20th century: In 1938 DeBeers next big market for diamonds was the United States, DeBeers formed a very effective game plan to sell diamonds to Americans: convincing them that diamonds equated to love.

Through advertising, men were convinced that the size of the diamond in an engagement ring showed how much they loved their fiancée. Movie stars were shown wearing diamonds in the relatively new motion pictures. And the most effective piece of advertising came in 1947, with the creation of the tag line "A DIAMOND IS FOREVER" This later become the company's official motto. As a result of these campaigns, the number of brides receiving engagement rings, and diamond prices in the U.S., increased dramatically.

DeBeers is a fascinating story of a business monopoly and expansion. In a unique business they controlled the industry through aggressive action, excellent business acumen, and managed to steer and create an industry for more than a century. Their control was absolute, without exception DeBeers was the diamond industry.







## ***OUR STORY***

### ***CRYSTAL HERM'A***

Is the vision of one woman the incomparable luxury fashion designer CRYSTAL HERM'A (pronounced.. Her-m'a ) and James Walkup (GLOBAL CHINA INCOME). CRYSTAL'S fame in the Asian Arts over the years has brought her an understanding and appreciation of unique and elegant luxury jewelry Art. Pieces rarely found, often praised, and cherished by her customers. The CRYSTAL'S philosophy is commitment to superior design and perfection in the production of her Art. The CRYSTAL HERM'A brand chooses only the most exquisite diamonds and gems to be placed in her jewelry Art settings.

For CRYSTAL HERM'A, design is that essential ingredient to produce the most unique artistic pieces of jewelry. Good design brings the natural beauty of the stone to that ultimate lofty level of artistic expression. She and her team of talented artists make sure every piece of jewelry Art meets her highest of standards. Famous unique Art that matches and exceeds the established jewelry Art houses of Europe and America. CRYSTAL'S design team discovers that key element to bring out the full potential that lies inside each and every stone. Each stone in itself is lovely, but add the perfect design and that simple stone transforms into a special brilliant artistic creation that will astound even the most common of observers.

CRYSTAL HERM'A incorporates the finest technology and employs the most skilled craftsmen in the industry. The top design talent we think is now in Asia. CRYSTAL HERM'A employs several GIA certified staff gemologist, this in order to assure our clients of the most accurate evaluations of Diamonds, Gems, and finished jewelry pieces.

## **THE DIAMOND FUND**

With uncompromising commitment and in association with the artistic expressions of CRYSTAL HERM'A, who produces some of the most unique exquisite jewelry pieces anywhere in the world. We offer these exceptional pieces to the public and allow our investor/clients the rare opportunity to participate in this exciting industry.

We at the DIAMOND FUND, offer some of the highest returns per annum in the industry, which we believe is exceptional compared to other similar investments and funds available. IT'S NOT JUST THE RETURNS IT'S SAFE RETURNS, OUR INVESTMENT PROMISE. All of our investors Clients have the option to accept their returns in Diamonds and Gems as well as more traditional cash payments. We also offer annual compounding that is not typically found in many funds today.

THE DIAMOND FUND encourages compounding for our clients. Compounding is the secret that the very wealthy use to multiply their investment returns. They have used this for centuries to build huge estates and amass large blocks of wealth that support their families for generations. Compounding allows your investment to multiply faster and even double in as little as 3-4 years.

All of our investors and clients funds are secured by world class Diamonds and Gems, what could be safer and as high a yield? As compared to the rest of the investment industry THE DIAMOND FUND provides superior security of principal, much higher than other investment funds in annual yield. We believe THE DIAMOND FUND is an exceptional value, especially for all who wish to build estates, create investment pools of funds for future projects, and make high returns while participating in the exciting diamond and Gem business.



## **PROTOCOL**

- Complete our simple application.
- Open an account at the bank we recommend
- Deposit funds you wish to invest (1,000,000 RMB min.)
- You will receive complete documentation
  - receipts for all funds deposited.
  - An account statement every 6 months.
  - Notification of your intent to remain or divest your investment at the end of the term.
- Term of invest: minimum of 1 year. You may extend as you wish.
- You may also compound your returns each year (recommended)
- You also have the choice to receive cash (bank transferred funds) or the equivalent value in precious stones when you choose to end your investment (full term).

A simple but comprehensive procedure to protect and serve our clients every step of the way. Global China Income provides assistance as we may answer your questions, assist in documentation, and provide service as you may require.

All precious stones are evaluated and certified by an accredited gemologist. We guarantee the value of all our precious stones and gems.





## APPRECIATION DATA

### DIAMONDS

The overall diamond appreciation is an average of **7%** a year.

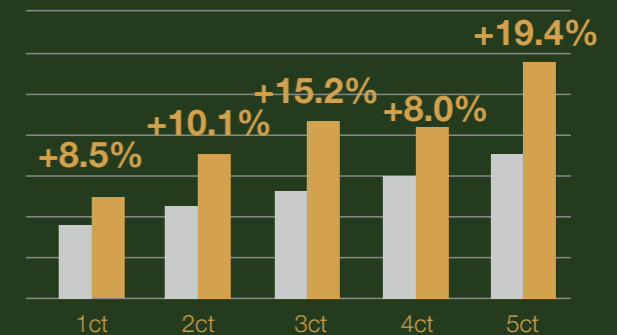
2. The overall diamond appreciation has increased **45%** since 2011.

3. In 2016 the (0.3 ct~0.5ct) diamond increases by **15%** / 1ct diamond increased **12%**.

4. 0.3ct white diamonds have appreciated by **5-10%** per year on average for a long time or as far back as we can obtain records; however after 2011, 0.3ct white diamonds have appreciated by **30-50%** a year.

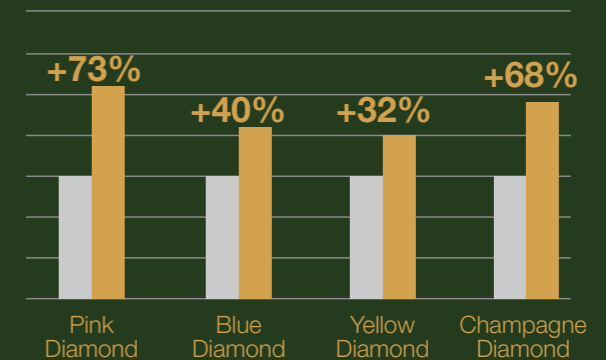
5. The average white diamond in the last decade (per year appreciation):

1. 1ct 8.5%
2. 2ct 10.1%
3. 3ct 15.2%
4. 4ct 8%
5. 5ct 19.4%



6. An increase in mining sites since 2010 has yielded the following diamond color types:

1. Pink Diamond 73%
2. Blue Diamond 40%
3. Yellow Diamond 32%
4. Champagne Diamond 68%





## OTHER COLOR GEMS APPRECIATION DATA

1. Colored gems overall appreciated by **30%** IN 2016.
2. Rubies appreciated **100%** in 2016.
3. No heat Ruby and Sapphire, non oil Emeralds, appreciated **200-300%**.
4. The Myanmar Ruby, Sapphire & Mozambique Ruby appreciated **300-500%**.
5. Top High quality Ruby, 1ct+, appreciated **2,000%** in the past 5 years.
6. General Ruby has appreciated since 2008, **70~100%**.

As a comparison, from 2007~2017 the below common assets have appreciated the following:

