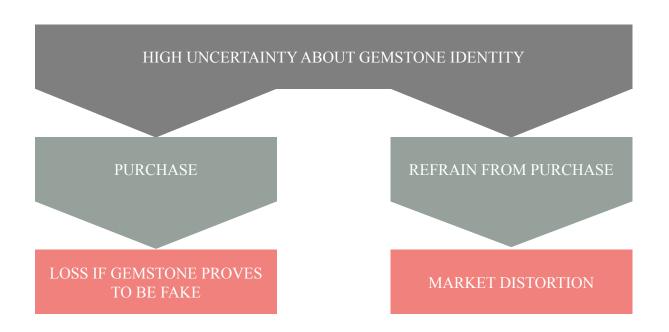


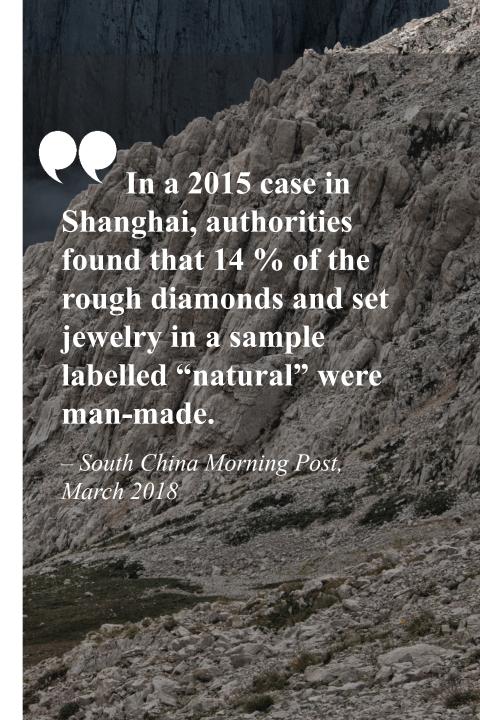
Invigning av Regional Exportsamverkan Norrbotten 2018-09-04

Chairman of Board
Sabrina Suikki
s.suikki@gemometries.com

THE INDUSTRY IS FACING ALARMING CHALLENGES

- Increasing volumes of synthetic gemstones
- Lack of sufficient on-site equipment
- > Creates uncertainty which is detrimental to the market dynamics:





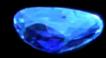
GEMPEN® GEM VALIDATION IN YOUR POCKET

- 1. Enables professional users to **validate** the identity of gemstones
- 2. Can distinguish **natural** from **synthetic** gemstones
- 3. Can identify **treatment** of gemstones

GEMPEN® COMPATIBILITY DIAMONDS RUBIES EMERALDS SAPPHIRES



GEMPEN® A GAME-CHANGER FOR THE GEM INDUSTRY



USER FRIENDLY

PORTABLE & DURABLE

HIGH ACCURACY

INSTANT RESULTS





*Examples of fluorescence effect in synthetic gemstones when tested by GemPen®

GEMPEN®

FOR EVERY STAGE OF THE VALUE CHAIN

ROUGH GEMSTONES

Exploration & mining → Rough Diamond Sales

POLISHED GEMSTONES

Cutting & polishing → Polished gemstone sales

JEWELRY

Jewelry manufacturing

→ Retail sales

SECOND HAND

Auction houses, Pawishops



Works on rough gemstones

Tailored to work on-site

Durable



Works on polished gemstones

Identifies treatment or manipulation



Works for mounted and unmounted pieces

Low unit cost (works on several stones at a time)



Works for mounted and unmounted pieces

Easy to use



VISION

ASSURE SAFE GLOBAL TRADE OF GEMSTONES

MISSION

OFFER THE PREFERRED MEANS OF VALIDATING GEMSTONES

GEMOMETRICS' JOURNEY

BORN GLOBAL – FROM IDEA TO SUCCESS – POWERED BY STRONG LOCAL ROOTS

The idea starts to find alternatives for existing tools to validate gems

Gemometrics is founded, the company goes from idea to start-up supported by Arctic Business Incubator

AUGUST 2015

COB is recruited via ABI Board Accelerator (in cooperation with Checkpoint Young)

Gemometrics is accepted to

incubator ESA BIC, external

MARCH 2017

Strategic workshop with LTU Business, contacts with Chamber of Commerce & Business Sweden, strategic cooperation with United Minds/Prime is formed

JANUARY 2018

GemPen® prototype is fully operational, quality assured and ready to scale, GemPen® reference testing at Gem-A, London, UK

JUNE 2018 NOVEMBER 2018

JUNE 2008

APRIL 2011

The basic functionality of the technology meets all requirements

FALL 2016

The first private investor invests in Gemometrics, the business plan is refined, market research is conducted by business students from LTU, EIT Rawmaterials finances a specific R&D project

FALL 2017

PartnerInvest & private investors invest in Gemometrics, Almi and Norrlandsfonden strengthen the external financing, the board & internal team is reinforced with external competence

MAY 2018

External CEO is recruited from Stockholm to Luleå, the internal team is reinforced to focus on sales, GemPen® reference testing at Swedish Gemmological Association

SEPTEMBER 2018

GemPen® global launch

at JMA Hong Kong

Gemometrics exhibits at IJL London, GemPen® is in full-scale production, GemPen® reference testing at DGemG, Germany & HRD Antwerp, Belgium

GEMOMETRICS FROM CHALLENGES TO SUCCESS

- Create reliable high-end product and trademark
- Build a qualified and competent team
- Limited resources; time, team and financing
- Balance internal and external resources, find suitable partners and suppliers
- Prioritize and adapt to sudden changes and solve problems hands on

- Keep structure, timelines and deliveries, create short-/longterm targets
- Find support from other actors with access to local and global networks
- Recruit qualified and competent external CEO
- To acquire knowledge of the global market, find suitable distributors and break the sales
- Maintain the status of game changer in competition





MANAGEMENT PETER LARSSON CEO with vast industrial experience within business growth and international expansion

MAGNUS LIARSGÅRD CFO; experienced business and financial consultant, Småforetagsbyrån

TORBJÖRN LINDWALL CTO, owner and board member with over 20 years of experience in the field of geology and gemology

BOARD OF DIRECTORS SABRINA SUIKKI Chairman of Board; practicing lawyer

PETER ERICSON Owner and board member; experienced business entrepreneur and professional board member

JOHAN STERTE Owner and board member; principal of Karlstad University and professional board member

MIKAEL EDSTRÖM Board member; Investment Manager, PartnerInvest Norr, with vast experience within financial industry

REINFORCED BY ARCTIC BUSINESS INCUBATOR Tech- and industry profiled incubator in Luleå

PARTNERINVEST NORR Swedish venture capital fund

ALMI FÖRETAGSPARTNER Swedish trust fund

NORRLANDSFONDEN Swedish trust fund



PETER LARSSON

CEO

TORBJÖRN LINDWALL

CTO

DAVID DOMS

Product Design Manager



Delivery & Project Manager

JOHANNA SVENSSON

Sales & Marketing

Coordinator











