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PRESS RELEASE

Sarine launches new 'Tech-Tok' Campaign focused on diamond grading

Sarine is 'reimagining' diamond marketing with bite-size TikTok-style video content to engage and educate today's consumers, covering a range of topics about diamond grading, diamond stories and diamond shopping

Hod Hasharon (Israel), 9 September 2021 – Singapore Exchange Mainboard listed Sarine Technologies Ltd ("**Sarine**" and along with its subsidiaries "**the Group**") (**U77:SI**), a worldwide leader in the development, manufacturing, marketing and sale of precision technology products for the evaluation, planning, processing, measurement, grading and trading of diamonds and gems, is pleased to announce the launch of its latest innovative marketing campaign on Tik-Tok.

From our cutting-edge AI tech to our innovative storytelling, Sarine is constantly seeking to reimagine the diamond industry. It's not just about innovation in your messaging and content but it's also about innovating on new and upcoming platforms . Sarine is launching a new campaign of "Tech-Tok style" content, a series of bite-size videos that explain the value of diamond technology and digital experiences, in a light and humorous way that the digital native generation can connect to. It's about simplifying complex information about diamond shopping into engaging, info-tainment value that drives interest among a generation that's seen just about everything.

David Block, CEO of Sarine Technologies, commented: "Over many decades, Sarine has been the world's leading provider of advanced technology for diamond planning and manufacturing and over the past 5 years, we have spearheaded a digital retail revolution, with innovative digital reports and interactive sales tools such as our, 'Diamond Journey' traceability and AI-based grading reports. When it comes to making the identity shift to digital as a company, we need to be at the forefront of our rapidly changing digital world. This new conversation, facilitated by our "Tech-Tok" style content, strives to create the trust and connection that the diamond industry must cultivate among younger consumers in order to thrive in today's digital world."



About Sarine Technologies:

Established in 1988, Sarine Technologies Ltd. is a worldwide leader in the development and manufacturing of advanced modeling, analysis, evaluation, planning, processing, finishing, grading and trading systems for diamonds. Sarine products include the Galaxy® family of inclusion and tension mapping systems, rough diamond planning and optimisation technologies, laser cutting and shaping tools, laser-marking, inscription and fingerprinting equipment, automated (AI-derived) Clarity, Color, Cut and light performance grading systems and traceability, visualisation and retailing services. Sarine systems have become standard tools in every modern manufacturing plant, properly equipped gemology lab and diamond appraisal business, and are essential aids for diamond polishers, dealers and retailers. For more information about Sarine and its products and services, visit <http://www.sarine.com>.

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