



**HEDGESTONE**  
MINE DIRECT PROGRAM

THE HIGHEST QUALITY GEMS  
AT THE LOWEST PRICE





Quality  
Value  
Trust

# HEDGESTONE MINE DIRECT

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# HEDGESTONE MINE DIRECT



## About Hedgestone

HedgeStone is a mine direct buyer and seller of precious gemstones with a focus on Diamonds, Emeralds, and Sapphires.

Through its partnerships and affiliations with mine owners, and government sources on a global scale, HedgeStone has been able to secure contracts providing it with an on-going supply of both rough and polished gemstones at a significant market advantage.

HedgeStone markets to all levels of distribution from rough dealers to the end consumer with a significant price advantage over current distribution sources. By dealing direct from the source and controlling all aspects of the supply and production process, HedgeStone is afforded a significant supply and price advantage.



# HEDGESTONE MINE DIRECT



## Hedgestone Products



**Diamond:** HedgeStone has mine direct and government relationships for supply in a number of African countries including Sierra Leone, DRC, Republic of Congo, and Guinea. HedgeStone works with the mines directly for the supply of mine-rough in grades suitable from industrial to gem and investment grade product.

**Emerald:** HedgeStone sources emeralds from 3 primary mining sources: Brazil, Zambia, and Colombia, with a strong emphasis on Colombian product and mine relationships. HedgeStone has full time representation in Colombia working with the mines for a consistent supply of rough and semi cut product.

**Sapphire:** HedgeStone primarily deals with African and Ceylon sources for sapphire rough with cutting facilities in Sri Lanka and to a lesser degree in Madagascar. Sapphire is sorted for distribution in higher quality ranges only with a focus on royal blue variants in color, increasing dramatically towards the consumer market.





## Product Cost

Traditionally there are up to 15 middlemen in the gem distribution process, each with a mark-up of between 15-150%. HedgeStone deals with source of supply and essentially manufactures the gems through the cutting, polishing, and finishing process. This allows HedgeStone to retain the margins and stored value associated with bypassing the entire distribution channel.

The mine direct concept allows HedgeStone the luxury of marketing a variable price structure to all levels in the supply channel, with margins increasing dramatically towards the consumer market.

## Direct from the mine...



# HEDGESTONE MINE DIRECT

## Gemstone Appraisals



The strength of the Retail program and its popularity resides in the client receiving a tremendous third party value associated value with their purchase thus giving them the realization that they are enhancing their net worth through the purchase of these “Mine Direct” gems.

The key to this is ensuring 100% of the time that the client is receiving greater value than their purchase expenditure, hence the accredited appraisal. It is key for the purposes of the program, the appraisal be completely isolated from the sales channel and based on a 3rd party accredited institution’s findings.

To this end, HedgeStone uses only accredited 3rd party appraisers and industry leaders for the gem valuation ( EGL, IGI, Gemscan, etc..) This ensures the integrity of the program is maintained and clients will always, and without question, receive value in excess of what they paid even at the retail level.

## Mine Direct

HedgeStone’s business model is often referred to as the “Mine Direct Program” and involves working with mines directly for acquisition, processing, and distribution of rough product to finished gem grade material

HedgeStone has relationships globally to produce rough and finished product, and the value is transferred through our company direct to the consumer. This ensures we consistently supply a much higher grade and value of product and at a far lower price than is traditionally seen in the market.

HedgeStone products consists of primarily quality Emerald and Sapphire gemstones. HedgeStone is also able to supply product as one off, parcel lots, and of virtually any grade quality desired by the consumer.









**HEDGESTONE**

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