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THE ESSENTIAL PINK DIAMOND INVESTMENT GUIDE

2025



WHY INVEST IN A PINK DIAMOND FROM THE ARGYLE MINE

Investing in Argyle-certified pink diamonds offers rare stability in uncertain times. With their extreme scarcity, strong historical performance, and low correlation to traditional markets, they serve as both a hedge against inflation and a valuable portfolio diversifier.

Since 2005, only about 13,436 carats of pink, red, and blue Argyle diamonds have been laser-inscribed and certified. With the Argyle mine closing in 2020, no more will ever be produced—making these stones truly finite and highly sought after.





YOUR SMSF NEW BEST FRIEND

ELIMINATING COSTLY STORAGE AND INSURANCE

The recent modifications implemented by the Australian Taxation Office (ATO) concerning the classification of Argyle-certified pink diamonds have significantly enhanced their appeal for SelfManaged Super Fund (SMSF) investors. These changes present a viable investment opportunity that circumvents the exorbitant costs typically associated with the storage and insurance requirements of a traditional SMSF tangible asset.

ATO CLASSIFICATION CHANGE

The Australian Taxation Office (ATO) has officially classified Argyle certified pink diamonds as a Self-Managed Super Fund (SMSF) investment asset when they are held in loose form. This classification is significant as it distinguishes these diamonds from other collectible or personal use assets under Australian superannuation legislation. As a result, this unique status means that Argyle certified pink diamonds are exempt from the ongoing expensive storage and insurance costs typically associated with most other tangible assets within a SMSF.



YOUR SMSF NEW BEST FRIEND

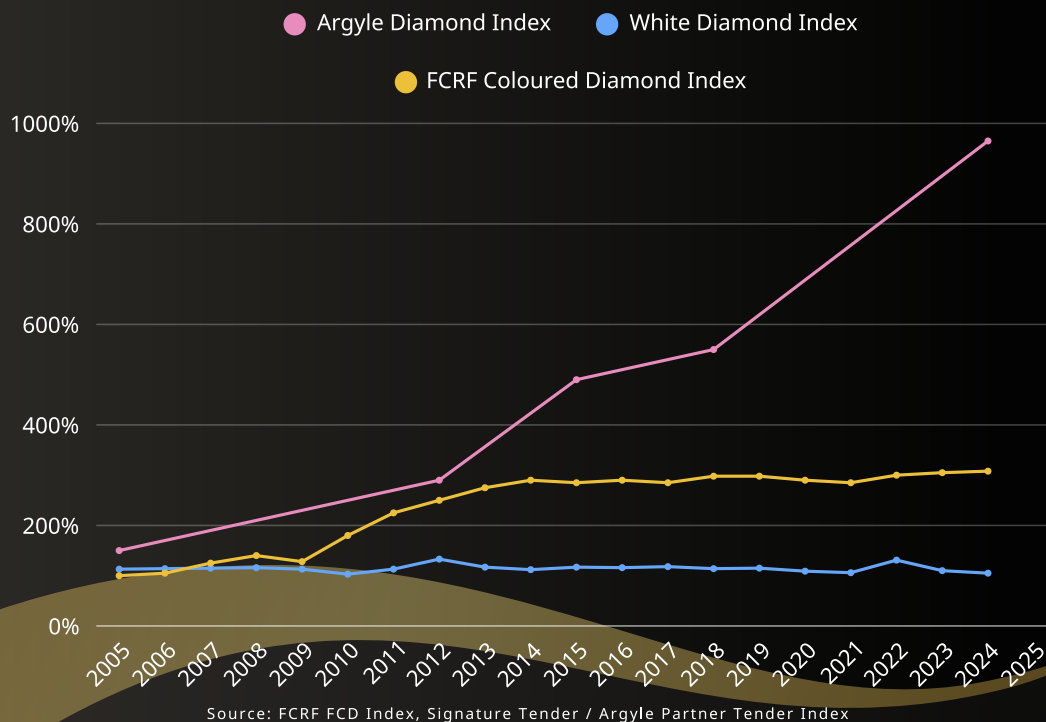
COMPARISON WITH OTHER TANGIBLE ASSETS

In contrast to Argyle certified pink diamonds, other tangible assets held within a Self-Managed Super Fund (SMSF), including gold and silver coins, artwork, antiques, jewellery, rare stamps and coins, vintage cars, and wine, are governed by strict storage and insurance regulations. Often mandating placement in expensive specialised vaults or managed custodian services.





ARGYLE DIAMOND INDEX VS WHITE DIAMOND INDEX VS ALL FANCY COLOURED DIAMOND INDEX 2005-2024

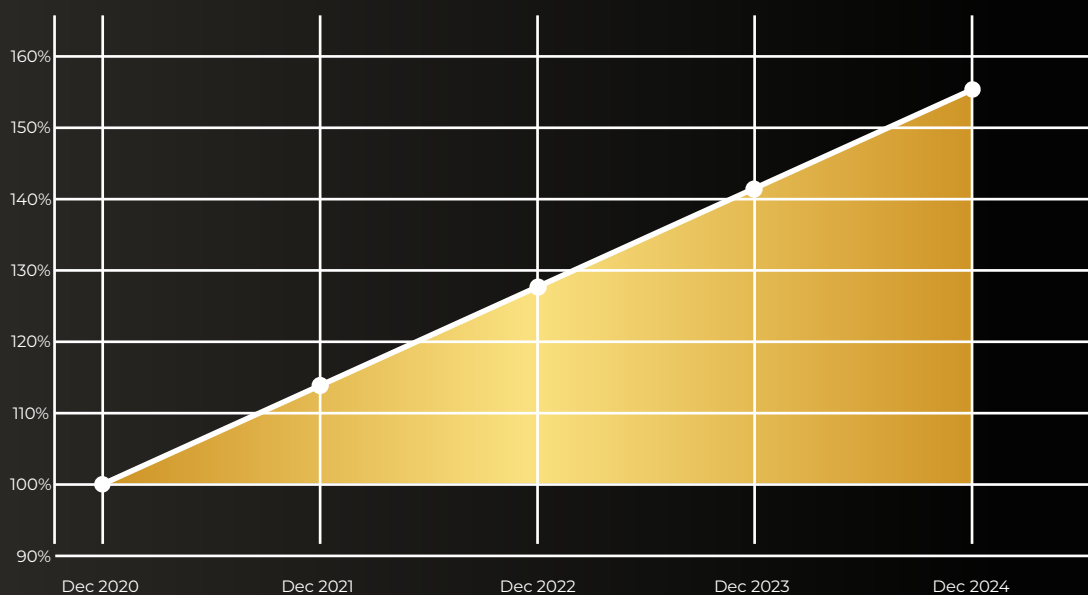


Certified Argyle pink diamonds have shown exceptional price growth over the past two decades. From 2005 to January 2024, pink diamond values rose by an average of 398%, with Argyle stones outperforming by over 300% above that. This strong performance highlights their superior growth compared to most alternative assets.



ECONOMIC GROWTH TRENDS

OVERALL GROWTH IN PINK DIAMOND VALUE
(DEC 2020 - DEC 2024)

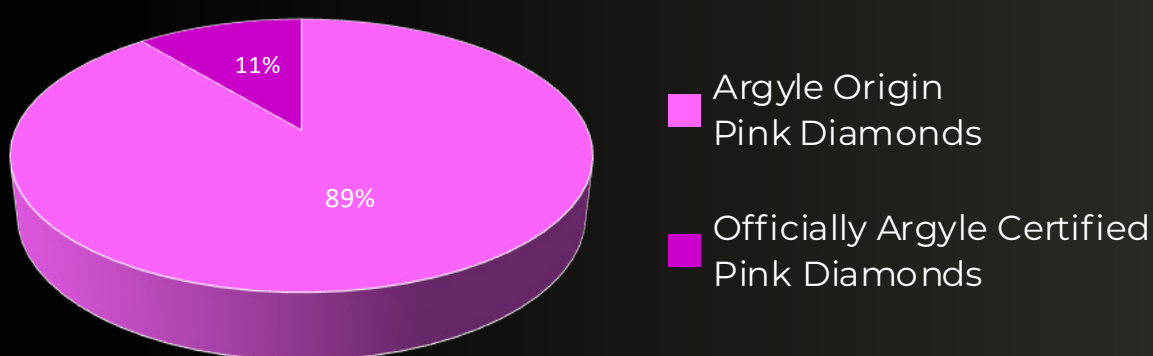


Source: Jewellery World, January 27, 2025; <https://jewelleryworld.net.au/news>

Industry data underscores the exceptional appreciation of pink diamonds in recent years. Reports indicate an average growth of 55% in the value of Argyle certified pink diamonds since the mine ceased operations in December 2020. Experts predict this growth will only continue as availability diminishes.



STATISTICAL DIFFERENCES BETWEEN ARGYLE ORIGIN (AO) AND ARGYLE CERTIFIED PINK DIAMONDS.



The Rio Tinto-owned Argyle diamond mine accounts for 90% of the global pink diamond rough production. In the 37 years of its operation, the mine generated an estimated 86,500 carats of pink diamond rough. From that vast amount Rio Tinto only retained an estimated 11% percent, or 9,194 carats of polished Pink (P), Pink Rose (PR) and Purplish Pink (PP) diamonds for their prestigious Argyle brand.

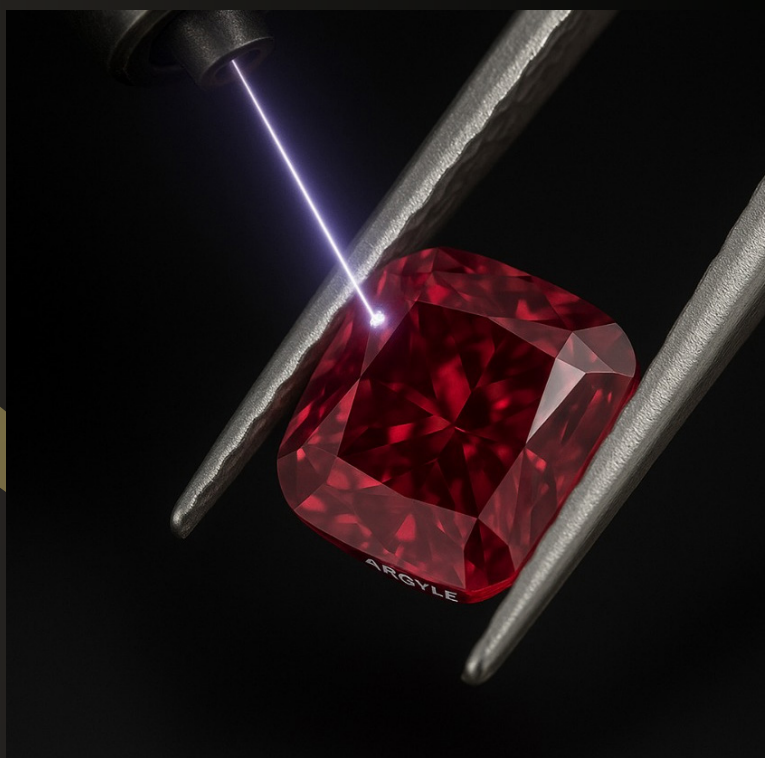
Only an official Argyle certified pink diamond is considered a BLUE-CHIP investment option, as most Argyle Origin (AO) pink diamonds were never cut, polished, inscribed, or graded by the Argyle mine and have little to no historical significance. This is because of their widespread availability, and lack of the chain of custody as set by the Argyle mine.



TRACEABLE RARITY

A laser inscription featuring the Argyle symbol and lot number will be on the girdle of a diamond certified by the Argyle mine.

The below documented summaries are based on Argyle press materials highlighting the first 13 tenders (1985 to 1997) as well as annual tender catalogues produced by the company from 1995.



1. From 1985 to 1998 only Argyle white diamonds over 0.50ct were laser inscribed. There are exceptions, in 1998 Argyle Pink Tender Diamonds, revealed the inscription ID.
2. From 1999 to 2004 Argyle inscribed and allocated certificates to its pink tender diamonds. As a result, there were 734 tender diamonds (1985-1998) without an Argyle inscription.



TRACEABLE RARITY

3. From 2005 to 2008 Argyle began to laser brand / inscribe and certify all pink diamonds above 0.20ct. January 2009, the Argyle began inscribing all diamonds from 0.15ct and above, and then applied the laser branding to diamonds from 0.08ct in December 2016. The inscription features the Argyle diamond logo 'A' and the certificate / lot number.
4. From January 2024, Argyle Pink Diamonds™ commenced a programme whereby it will work exclusively with, an independent diamond lab, Gemlab (Belgium) BV, who will undertake an analysis process using current scientific techniques to identify pink, red, blue or violet diamonds that exhibit characteristics corresponding to those present in diamonds from the Argyle Diamond Mine. Where the analysis identifies the presence of such characteristics, to a high degree of confidence, the diamond will then be graded for colour and clarity and inscribe with a unique lot number and issue with an Argyle authorised Gem Analysis Report.





HOW THE “4 C’S” INFLUENCE THE VALUE OF YOUR PINK DIAMOND

COLOUR: PINK DIAMOND COLOUR GRADING SYSTEMS

The three attributes which determine the colour grade of a pink diamond are:



HUE

The dominant colour of the diamond. Sometimes there are modifying colours or tints that affect hue. For example, a diamond with a pink hue may have a purplish tint.



SATURATION

The strength of pink colour in the hue. Hue saturation in pink diamonds can range from light pink to intense, and at the strongest saturation - vivid.



TONE

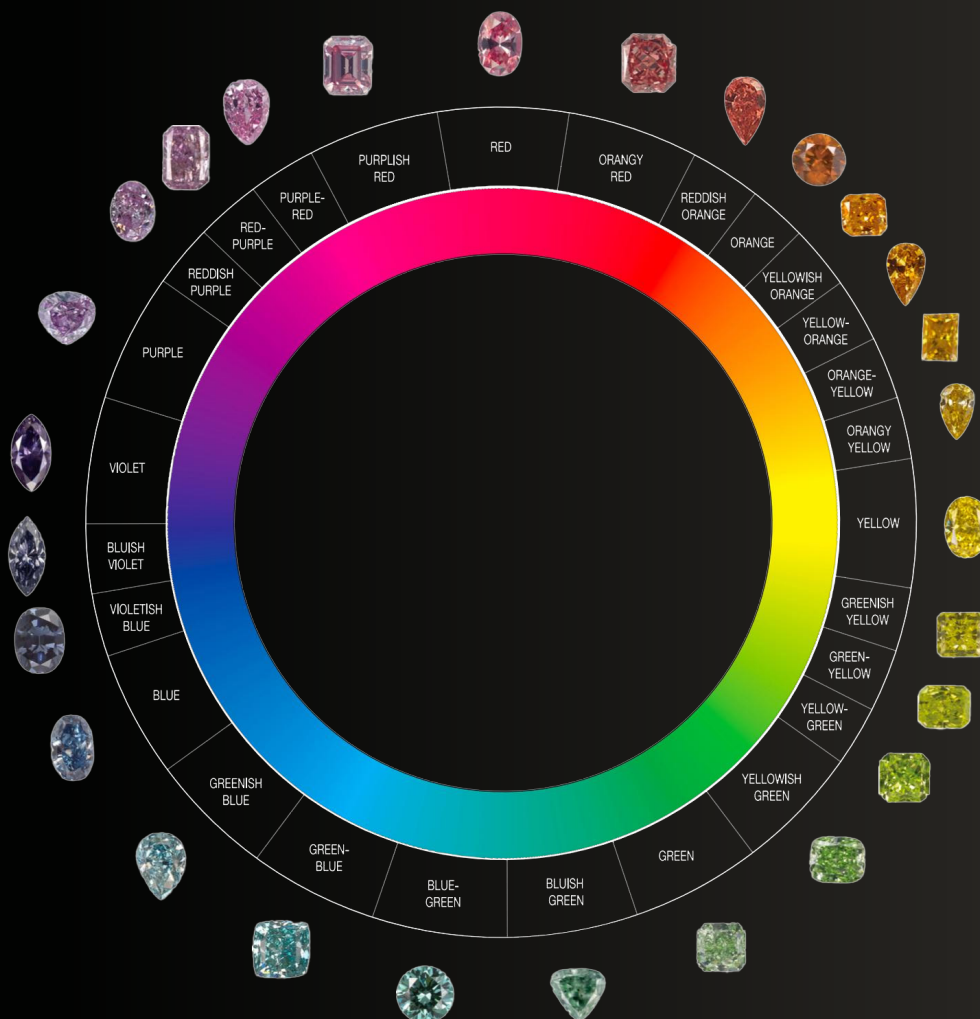
The amount of lightness or darkness in the diamond. The range of tone extends from light to dark. The second colour in a dual colour grade is always the dominant colour. The ‘ish’ refers to the modifying colour. For example, purplish pink, pink is the dominant colour.



THE GIA FANCY COLOUR GRADING SYSTEM

In coloured diamonds, rarity equals value. When it comes to a pink diamond, the ones with the strongest colour saturation are the rarest and most valuable. Even very slight colour differences can have an immense impact on value.

The Gemological Institute of America (GIA) grades all diamonds in the face-up position, in a white, non-fluorescent plastic tray. A viewing box ensures all surrounding ambient lighting is removed. Then, using a standardised geometry system, the observer visually estimates the diamond's colour.





THE GIA FANCY COLOUR GRADING SYSTEM

Once the characteristic colour has been determined, the diamond is side-by-side compared with two or more colour reference diamonds. The objective of the comparison process is to place the pink diamond between various colour strength reference diamonds – not to match it to a particular colour reference. Unfortunately, this generalised approach leaves a wide spectrum of colour saturations that all become categorised as the same GIA colour grade.





THE ARGYLE COLOUR GRADING SYSTEM

The Argyle colour grading system is the world's most accurate and sophisticated way of determining a pink diamond's true colour and value.

The Argyle uses a similar viewing box and grade in the same face-up position as the GIA. However, unlike the GIA, the Argyle perfectly matches their diamond's colour strength or saturation to an exact colour reference diamond.



this image was sourced from NCDIA

FACT

The Argyle Colour Grading system has thirty pink colour saturations, compared to the 7 colour saturations in the GIA grading system. This makes the GIA colour grade inferior in comparison to the Argyle grading system when attempting to accurately value a pink diamond.



THE UNIQUE ARGYLE HUE GRADING SYSTEM

Argyle has produced its own grading system for its pink diamonds based on the dominant hues. Within those hues their intensity is represented by a number with 1 for the deepest hues to 9 for the lightest.

————— Purplish Pink —————



————— Pink —————



————— Pink Rosé —————





HOW CLARITY AFFECTS THE PRICING OF A PINK DIAMOND

Clarity refers to the size, placement and visibility of inclusions inside a diamond. When it comes to a pink diamond, clarity has the least impact on price than any other attribute.

It is well accepted and documented that pink diamonds from the Argyle mine have imperfections that are considered part of their beauty. Additionally, due to their deep saturation, inclusions appear invisible and thus even a P2 clarity in an Argyle can be clean to the eye when compared next to a white diamond.

That said, clarity can still result in a significant price difference, and a higher clarity still holds greater appeal.

A GENERAL RULE WITH A PINK DIAMOND FROM THE ARGYLE MINE.



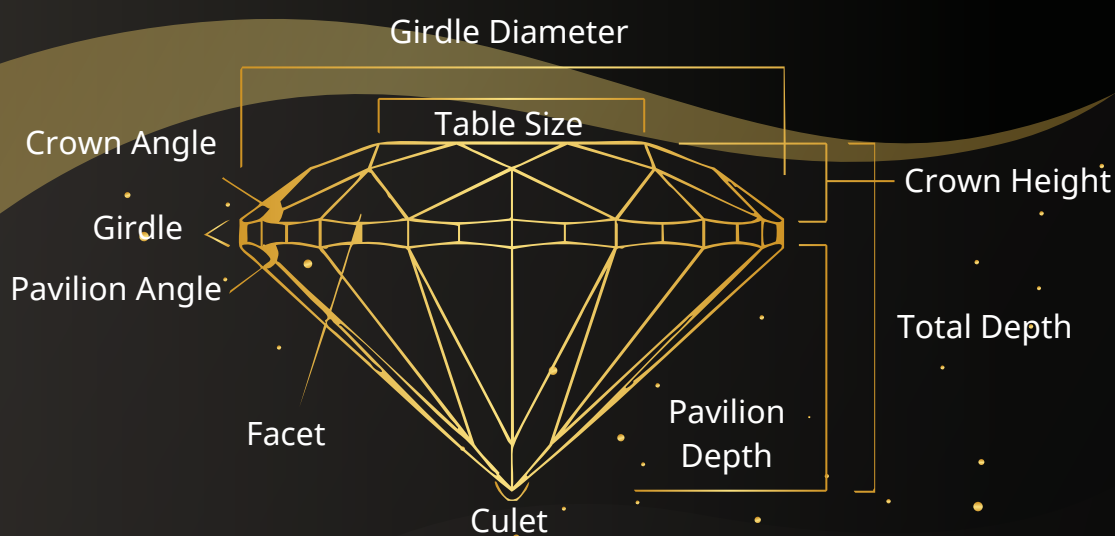


It is important to note, that the larger the pink diamond and the stronger the pink saturation gets, the weaker the clarity grade tends to be.

Acquiring an Argyle 1 to 6 colour in VVS or VS clarity grades will command a premium price. In pink diamonds that are not from the Argyle, VVS and VS are more common as these diamonds are generally Type IIA and nitrogen-free. Type IIA diamonds also have weaker colour saturations and are more likely to appear with an overall negative haze, according to the GIA.

CHOOSING THE RIGHT SHAPE

DIAMONDS COME IN VARIED DIFFERENT CUTS.



Round Brilliant pink diamonds, just like in the white diamond world, will always sell for a premium over traditional or modified fancy shapes. This is because of their additional cutting wastage and popularity.



ROUND BRILLIANT

The Traditional Fancy shapes such as Cushion, Radiant, Pear, Princess, Oval, Emerald and Asscher cut diamonds are the most common shapes. They offer a wider selection of sizes, colours and clarity choices compared to round diamonds.

Traditional fancy shapes will always sell at a reduced price over an equivalent round brilliant diamond due to their lower cutting wastage. Investing in the more popular fancy shapes will ensure greater demand in the secondary resale market.



Emerald



Oval



Pear



Princess



Radiant



Cushion



EXQUISITE RARITY: INVESTING BEYOND PINKS

RED DIAMONDS FROM THE ARGYLE MINE

All coloured diamonds from around the world are organised and classified via the GIA international grading system. The 7 grades are: Very Light, Light, Fancy Light, Fancy, Fancy Intense, Fancy Deep and Fancy Vivid. The only exceptions to this rule are a red, and the even rarer purplish red, which comes in only one intensity grade: Fancy Red/Purplish-Red.

Like other coloured diamonds, most GIA-certified Fancy Red/Purplish-Red diamonds may be observed with slight secondary hues, including purple, brown, grey, and orange. For the GIA to grade a diamond Fancy Red, the diamond must display a dominant deep reddish tone with flashes of pure red. If the secondary colour is only slight, this information is not on the GIA report, giving the diamond a straight Fancy Red/Purplish-Red grade.

The unreported secondary colour tones such as brown, grey, and orange can have a dramatic negative effect on the look and value of a red diamond. In contrast, the rarer secondary purple tone can increase the look and value of the red diamond.





RED AND PURPLISH RED DIAMONDS FROM THE ARGYLE MINE , ARE KNOWN TO BE 25X RARER THAN A GIA CERTIFIED FANCY RED / PURPLISH - RED DIAMOND. THEY ARE THE RAREST OF ALL RED DIAMONDS.

On average there are more red diamonds from the Argyle mine than Argyle purplish red diamonds. The main difference between an Argyle certified red diamond and GIA certified red diamond is Argyle reds do not contain any negative secondary brown, orange or grey colours that are normally found in GIA graded red diamonds with no Argyle certification.

This characteristic makes RED and Purplish RED diamonds from the Argyle mine the purest saturated red and purplish red diamonds in the world. It has been estimated that fewer than 145 certified red and purplish red diamonds have been extracted and certified from the Argyle mine, with a total projected weight of less than 82.00 carats.





BLUE DIAMONDS

Naturally occurring blue diamonds are rare, but Argyle blue diamonds are the rarest of all blue diamonds on the planet. For every 1.00ct of Argyle inscribed blue diamonds, there are approximately 500.00ct of other naturally occurring blue diamonds on the market.

A BLUE DIAMOND FROM THE ARGYLE MINE IS GENERALLY AROUND 85X RARER THAN A PINK DIAMOND. THIS ALONE MAKES A BLUE DIAMOND FROM THE ARGYLE MINE A STANDOUT IN ANY INVESTOR'S COLLECTION.

The Argyle mine sporadically yielded blue, grey blue and violet diamonds. But it only yields one blue or violet diamond for every 25 million carats of rough produced.

Over a span of more than three decades, the Argyle mine has produced an extremely limited quantity of laser-inscribed and certified blue diamonds, with an approximate amount of less than 600 stones. These diamonds had a projected combined carat weight of less than 140 carats.

Natural blue and violet diamonds from other parts of the world are typically Type IIB and contain the presence of boron. By contrast, the Argyle mine is the only known source of Type IA hydrogen-rich blue, greyish blue and violet diamonds.





HOW THE ARGYLE DISTRIBUTE THEIR DIAMONDS

ARGYLE ROUGH TENDER

The majority of Rio Tinto Diamonds' (RTD) rough production is sold directly through regular contract sales to a selected group of core customers, known as Select Diamantaires. RTD also conducts Alternative Sales, by invitation only, providing nonSelect Diamantaires with the opportunity to access Rio Tinto products. At these sales, a full range of rough diamonds is offered to a global group of diamond companies through an auction-based sales channel.

ARGYLE ALLOCATIONS

Four times a year Rio Tinto Diamonds' (RTD) sold their polished pink diamond production directly to a selected group of core customers known as Authorised Partners. A full range of polished pink diamonds are allotted to the partners through a direct allocation channel. These pink diamonds are in sizes from 0.01ct up. Larger sizes (0.50ct plus) are also allocated but only sporadically and in low volume.

SPECIALS & COLOURED ROUGH TENDER

Two times per year, RTD offers pink-coloured rough diamonds from the Argyle productions. Via a sealed bid, first price auction system, customers can buy high-value large single stones, and parcels of rough diamonds consisting of a diverse range of sizes, shapes and qualities in a variety of colours from light pinkish to dark pink.



HOW THE ARGYLE DISTRIBUTE THEIR DIAMONDS

ARGYLE SINGLE PREMIUM TENDER

The Argyle Single Premium Tender was an invitation only auction in a similar fashion to the Signature Tender. The pink diamonds offered at these auctions consisted of all shapes and sizes, with an emphasis on stronger colour saturation and larger sizes above 0.40ct.

ARGYLE SIGNATURE TENDER

The Argyle Signature Tender showcases the elite of all their pink, blue and red diamonds. This status-orientated marketing model by Rio Tinto is the same as a high-end fashion brand. Each year pink diamond prices increase with the expectation of exclusiveness and financial growth. These exquisite diamonds have been meticulously handpicked by the esteemed Argyle. The opulent shades of pink showcased by these beautiful diamonds are truly unparalleled, representing the utmost rarity and exquisite quality that the Argyle Mine had the privilege of unearthing during that prominent year.

ARGYLE ART SERIES TENDER – 2023 ONWARDS

The Argyle Art Series tender began in 2023 and is scheduled to run every year. Each Masterpiece of the collection is accompanied by bespoke art created by Western Australian artists, inspired by the surreal chain of earthly events that led to the birth of nature's most exquisite works.



HISTORY

The first Argyle Diamond Tender took place in Antwerp in 1985 and consisted of 33 diamonds.

The following year, Geneva became a viewing venue. As interest in the Pink Diamond Tenders grew, so too did the viewing venues to include New York, Hong Kong, London, Perth, and Tokyo.

Like the number of venues, the number of diamonds available within the Argyle tender has grown. Tenders have included over 70 pink diamonds, with the rarity of the diamonds selected for the Tenders being readily apparent.





ANNETTE SVETEC

DIRECTOR/FOUNDER



With over 10 years of experience in the Argyle diamond industry, Annette Svetec has established herself as a trusted expert in brokering, valuation, and market analysis. Her deep understanding of the market, particularly the rare and highly sought-after Argyle pink, red and blue diamonds, has made her a key figure in the industry.

Annette's career has been shaped by her passion for rare and investment-grade diamonds, as well as her ability to connect collectors, investors, and sellers in a competitive global market. Over the past decade, she has built strong relationships within the industry, allowing her to provide strategic guidance to clients looking to buy, sell, or accurately value their Argyle-certified diamonds.

As the founder of Diamond Market Equity, Annette combines her extensive market knowledge with a client-focused approach, ensuring sellers receive accurate valuations and access to the right buyers. Her expertise in tracking market trends and understanding the unique value of Argyle diamonds positions her as a leading specialist in the field.

With a reputation for integrity, professionalism, and results-driven service, Annette Svetec continues to help clients maximise the value of their rare and exquisite Argyle diamond assets.

Contact Annette on 0416 813 210
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DIAMOND MARKET EQUITY

Diamond Market Equity is committed to guiding you through every stage of your Argyle diamond investment journey. With over a decade of industry experience and in-depth knowledge of rare Argyle pink, red, and blue diamonds, we deliver tailored insights to support confident and informed decisions.

Our recommendations are built on historical market data, trend analysis, and a strong global network of collectors and investors. We are dedicated to ensuring you receive accurate valuations, secure services, and exclusive access to investment-grade Argyle diamonds with unmatched provenance.

- Expert Education on the Argyle Market
- Personalised Diamond Sourcing & Selection
- Professional Valuation and Certification
- Safe National and International Transportation
- Comprehensive Sales Facilitation and Exit Support



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