

CEDEX THE DEX

Diamond trading has been closed to non-professionals for too long. Now, CEDEX's innovative new tool The DEX allows anyone to confidently evaluate, buy and sell diamonds without being an industry specialist.

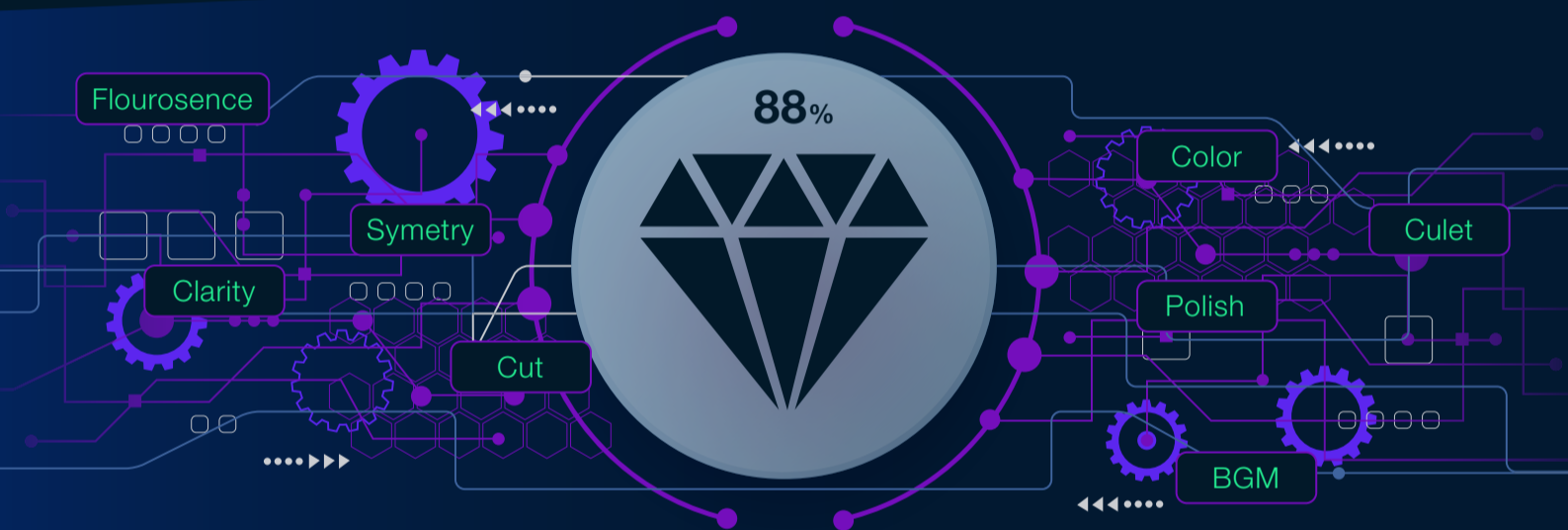
The DEX is a proprietary machine-learning algorithm that uses scientific methods for appraising diamonds value rather than relying only on the subjective 4Cs used in the traditional evaluation. By taking subjectivity out of the equation, it removes two problems inherent in the diamond industry: lack of transparency and lack of standardization.

HOW DOES IT WORK?

The DEX comprises three elements that give investors clear recommendations for each diamond listed on the Exchange. In combination, these elements – the **Gem Composite**, **Parallel Trade Composites** and **Diamond Indices Composites**, tell users if they should buy, hold or sell each stone.

The **Gem Composite** analyses over 20 characteristics of each diamond that influence its final market value. This grading is based on data collected directly from the GIA (the Gemological Institute of America), manufacturer ERP (enterprise resource planning) video and images. Through Gem Composite we manage to aggregate scientifically the collective wisdom of the diamond professionals.

These amalgamated characteristics provide a gemological “score” or gem composite that runs from 50% to 100%. The higher the score, the closer the diamond comes to gemological perfection.



This score can be used as a standalone figure or as a critical tool in conducting price comparison evaluations with other diamonds. It removes the subjective from the diamond-pricing process and allows one diamond to be compared to another.


The **Parallel Trades Composite** analyses diamonds with the same gem composition within the same category. It determines if their asking price is higher or lower than the average price for that category. It also determines the rarity of a category which the diamond belongs to and the quantity of diamonds available in each category. Parallel composites is critical in financial evaluation of a diamond.

The **Diamond Indices Composite** provides investors with insights into market direction. CEDEX is gathering global published indexes internal and external to the diamond industry which have effect on diamond category movement. The DEX is aiming to become the ultimate source of transparent and reliable source for market trends.


A beta version of the DEX is already available on <http://www.cedex.com> for 0.3, 0.5, 0.7 and 1 Carat size round diamonds. To maximize accuracy, CEDEX is developing the DEX towards pricing additional types of diamond shapes and certificates. The DEX has the goal of pricing any certified diamond at an accuracy rate of 97% and above.

By allowing investors to base their decisions on analytical data, they can easily answer that all-important question: which diamond represents the best value for money?

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