

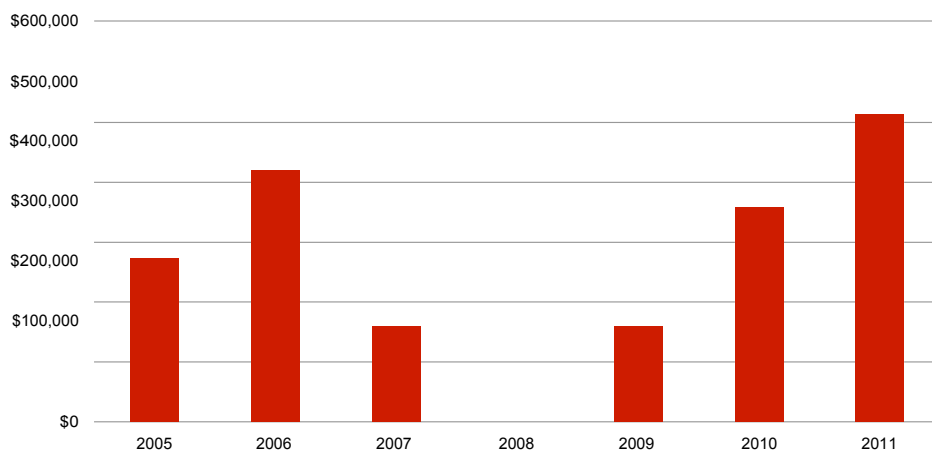


# TRUE NORTH GEMS

ETHICAL ■ NATURAL ■ BEAUTIFUL



## RECORD BREAKING RUBY PRICES



- On April 12, 2005 at Christie's New York sale, an 8.01 carat oval-cut Burmese ruby sold for \$2,200,000, setting a world auction record price for a ruby at \$274,656 per carat
- February 15, 2006 Lawrence Graf paid a record \$425,000 per carat for a 8.62ct Burmese ruby at Christie's St. Moritz auction, which was then renamed the Graff Ruby.
- Due to the depressed market conditions and ensuing lack of material in 2008, there was no major ruby sales, however by 2010 prices began to climb to record levels once again
- The previous record was eclipsed December 13, 2011 at Christie's New York auction, in which a 8.24ct ruby belonging to Liz Taylor sold for \$4,226,500, fetching a record price of \$512,925 per carat
- On May 14, 2012, a new record auction price was set at Christie's International in Geneva, with the sale of a ruby and diamond ring from the collection of Brazilian-born philanthropist Lily Safra for \$6,600,000. Also sold in the auction was a ruby and diamond Camelia flower brooch by JAR, which sold for \$4,270,000.
- Ruby prices continue to climb in 2012 with a 6.04 Burmese ruby by Etcetera Limited selling for \$551,000 per carat, or \$3.3 million.
- In November 2014, the Graff ruby returned to the Christie's Geneva jewellery auction, this time selling for \$997,700 USD per carat, or \$8.6 million. The sale of the Graff ruby has set a record not just for a ruby, but for a ruby price per carat.

## INDUSTRY HIGHLIGHTS

- Global jewellery sales are poised to grow at 4.6 per cent year-on-year to touch USD 230 billion in 2015
- India and China together will emerge as a market equivalent to U.S. market by 2015
- With collective action, the industry has the potential to grow to USD 280 billion by 2015 at a CAGR of 6.7%

## WORLD AUCTION RECORD FOR RUBY PER CARAT IN 2014



Ruby and Diamond Ring, featuring the Graff ruby weighing 8.62 carats  
Price Realized : \$8,600,000