

## GÜBELIN JEWELLERY'S COMMITMENT TO ETHICAL SOURCING

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Gübelin is a family-owned Swiss firm founded in Lucerne, Switzerland in 1854 and is now in its sixth generation of family leadership. At the heart of our business is a passion for gemstones. The House of Gübelin sources and sells gemstones, creates the highest quality luxury jewellery, and offers the services of our Gübelin Gem Lab thereby ensuring authenticity and building trust. We also strive to share our extensive knowledge of gemmology and profound passion for gemstones with the public through the Gübelin Academy.

At Gübelin Jewellery we are guided by our core values: authenticity, expertise and inspiration. Our core values, coupled with our 'Deeply Inspired' philosophy - embodying beauty, knowledge and artisanship - represent our desire for a profound understanding of the cultural and environmental contexts in which our gemstones and precious metals are sourced and produced. Our creations are inspired not only by the outer and inner beauty of the gemstones but are also an homage to the gem and its country of origin.

At Gübelin Jewellery, we aspire to be a transformative leader in establishing trust and embracing the beauty, artistry and science of gemstones, including their origins and the people that work in the industry. We are committed to ethical sourcing, responsible business practices, and respecting human rights. These commitments guide our business decisions and echo our 'Deeply Inspired' Philosophy as we strengthen our connection with the communities and environments within which our gemstones are sourced: our mission is to be a business partner to them as well as to all who are involved in our value chains. We also expect that our partners share our principles, and commitments to ethical sourcing, responsible business practices and human rights.

We believe there is a necessity for our industry to embrace transparency and traceability. We intend to be at the forefront of this, supporting transparency in our sourcing through our Provenance Proof initiative and developing new technologies to increase transparency and traceability not only within our own value chains but open to the entire industry. We believe that technology will enable greater trust, understanding and connections between people. By sharing information transparently, we believe we can be part of transforming the industry, improving relationships, and instilling greater fairness throughout the value chain.

Recognizing the political, social, economic and environmental complexities in countries where some precious materials are sourced, we endeavour to reduce, avoid or mitigate risks. We will explain our decisions on what gemstones we source and sell. We will work to positively influence the industry, employing responsible business practices and actively working with others to participate in initiatives aligning to our vision and values

As a family business, we recognize that this is a challenging journey and commit to regularly assessing our policies and our performance; endeavouring to evolve, improve and continuously challenge ourselves to deliver authenticity, inspiration, transparency and responsibility to our customers and those in our value chain.



Raphael Gübelin  
President