

SECTION 2.1

Marketing and Communications

In 2021, we completed Gemfields' trilogy of educational books on the 'Big Three' gemstones and promoted visibility of coloured gemstone jewellery through brand partnerships in the USA and masterclasses in China. Our new website and a focus on digital communications enabled an increased reach for activations, while maintaining the high level of flexibility and cost control demanded by changing conditions.

In our last annual report, we declared that our goals for 2021 were to expand our brand partnerships and digital and virtual activations, as well as to direct our attention towards developing more active social media communications and captivating methods to impart education, lead the sector and amplify visibility of coloured gemstones, in order to drive consumer demand.

To this end, and without the resumption of our usual auction schedule, our challenge throughout 2021 was to achieve our aims while contributing to the Group's cash conservation efforts. The result was a sharp focus on achieving these strategic objectives and maximising the outcomes, particularly within our priority markets of China and the USA.

Through our brand partnership with Sandy Leong Jewelry, we launched the Sol Collection, an array of jewellery pieces featuring Gemfields' responsibly sourced Zambian emeralds, 18 karat recycled yellow gold and conflict-free white diamonds. Sandy Leong, who generously pledged a 10% donation from each sale to the newly formed Gemfields Foundation, presented the emerald collection in the USA at a gallery exhibition and cocktail reception in the Hamptons in May. She added a further collection of ruby pieces at a pop-up store located in the Four Seasons New York Downtown in November and December 2021.

Through our partnership with Phillips, a leading global platform for buying and selling 20th and 21st century art and design, we promoted the largest collection of Zambian emeralds ever to be offered at auction. *Treasures from Zambia: An Exceptional Emerald Collection* comprised over 45 lots and included 993 carats of breathtaking fine

Zambian emeralds, with a generous donation pledged to benefit the Gemfields Foundation. Representatives of the media attended our emerald masterclass – hosted by the Guild Institute of Gemology ("Guild") – and viewed the auction pieces in person in Beijing, joined virtually by members of the press from Shanghai, Guangzhou and Shenzhen, securing coverage with average value equivalent ("AVE") of USD155,000. In July, Gemfields partnered with Guild to deliver a ruby masterclass in Shanghai, increasing viewership in other major cities courtesy of virtual access, and securing coverage with AVE of USD97,000 as a result.

Our digital presence was vastly improved by the unveiling of our new website in May, which early statistics indicate has considerably improved dwell time and reduced bounce rate. The new format provides an improved platform for sharing information in a timely manner and responding promptly to topics that are of interest to consumers. The development of the website will remain ongoing in pursuit of continuous improvement, with a focus on improving search engine optimisation in 2022.

Our education, leadership and visibility pillars all came together to deliver our biggest achievement of the year: the launch of *Sapphire*, a coffee-table book that completes our trilogy of titles devoted to the 'Big Three' coloured gemstones. This project provided an opportunity to draw attention, once again, to both emeralds and rubies, and to Gemfields' leadership position in the coloured gemstone sector. In order to increase visibility of the new title, the launch took place in September – the month for which sapphire is the birthstone – and was accompanied by the unveiling of a pendant shaped like Africa, containing all three coloured gemstones within it. With this



additional angle, the resulting publicity graced jewellery, news, book, culture and fashion pages internationally. Both the book and pendant were presented to the press in person at press days in Los Angeles and New York, with Dubai to follow in early 2022. An accompanying influencer campaign reached 15 million followers; advertisements in international publications had a circulation of 6.7 million; celebrity gifting activity reached 18 million followers; the paid social media campaign delivered 44 million impressions and 93,600 link clicks; and our social media reached 24.9 million on Instagram and 39 million on Facebook. Traffic was driven to purchase the books and the pendant, and to learn more about Gemfields' approach on our website. Our Gemfields.com statistics concluded the activation to be the most popular campaign of the year.

For our Weibo audience we adopted a second stream to our influencer campaign. Following the outcomes of our 2020 market research into consumer perspectives on coloured gemstones in China, we enlisted KOL @yan.janice.s to share 'how to style' advice to her Weibo and Instagram followers.

At the end of the year, we offered an industry first, presenting a non-fungible token ("NFT") series – the Chipembele Crash – in honour of Kagem's latest discovery, a magnificent 7,525 carat Gemfields emerald. With 'Chipembele' meaning 'rhino' in Bemba, the celebratory avatars were inspired by the personalities of six real black rhinos in the North Luangwa National Park in Zambia. Created in partnership with Provenance Proof, the auction of these NFTs on the OpenSea NFT marketplace raised funds for the North Luangwa Conservation Programme, while enhancing transparency



and trust in charitable donations through the Proof of Donation initiative.

Looking ahead to 2022, our marketing activity will need to enhance the responsible sourcing status of Mozambican rubies, in addition to improving community communications around our mining operations. Brand partnerships and social media communications remain a focus, along with developing educational communications that improve consumer understanding of coloured gemstones and increase confidence in purchasing, styling and appreciating coloured gems.

IMAGE ABOVE Jewel of Africa x Gemfields Pendant benefitting Gemfields Foundation and celebrating the big three trilogy books

IMAGE BELOW Gemfields Chipembele Crash NFT series benefitting the North Luangwa Conservation Programme