

## ASX Announcement

# Burgundy unveils ultra-luxury diamond brand Maison Mazerea

16 June 2022

**Burgundy Diamond Mines Limited (ASX: BDM)** ("Burgundy" or "the Company") is pleased to announce that its new ultra-luxury diamond brand will be known as Maison Mazerea.

The unveiling of the Maison Mazerea brand is the final key part of Burgundy's strategy to become a world leading end-to-end diamond company. The vertically integrated model of mining and buying rough stones, conducting its own cutting and polishing, then selling through an ultra-luxury retail brand in profit-sharing agreements with the world's leading design jewellers, will allow Burgundy to capture the full margins from the diamond value chain and completely differentiates the Company's value proposition.

Maison Mazerea, which has been inspired by the famous 17<sup>th</sup> century diamond collection bequeathed by Cardinal Jules Mazarin to Louis XIV and the French Crown Jewels, will be officially launched in Paris in early July.

Fancy Colour natural diamonds produced by Maison Mazerea will be characterised by unique heritage cuts hand-crafted through meticulous cutting and polishing by world renowned artisans. By owning the entire process from discovery to design, Maison Mazerea provides an undeniable guarantee of provenance and ethical practices, and leads the way in the revival of Haute Diamanterie.

Burgundy Managing Director Peter Ravenscroft said, *"We have been working towards this exciting launch of Maison Mazerea for some time. This is the final piece of the strategy jigsaw that will see us become a true end-to-end diamond company. We now have the ability to source rough Fancy Colour diamonds, have them cut and polished in our own facilities and see them showcased in unique jewellery pieces by some of the world's leading jewellers. As we move rapidly to jewellery sales through our collaborative alliances, our shareholders will start to share in the greater margins generated throughout the value chain."*

-ENDS-

This announcement was authorised for release on the ASX by the Board of Burgundy Diamond Mines Ltd.

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### About Burgundy Diamond Mines Limited

Burgundy Diamond Mines is focused on the mining, production and sale of polished Fancy Colour diamonds through a vertically integrated business model, with the vision to become the world's leading end-to-end diamond company

In mid-2021, Burgundy acquired capability and facilities for the cutting and polishing of rough diamonds in Perth, Western Australia. This capability will be used for cutting and polishing of Burgundy's own production from future mining operations, as well as rough diamonds from third party producers. Marketing and sales



will be conducted under a visionary brand with a view to establish a significant position in the high-value niche sector of Fancy Colour diamonds. Burgundy is now launching the exclusive diamond brand of Maison Mazerea, producing extraordinary cuts of the most exquisite natural Fancy Colour diamonds, and bringing the concept of Haute Diamanterie to exceptional jewellery.

**Caution regarding Forward Looking Information**

*This document contains forward looking statements concerning Burgundy Diamond Mines Limited. Forward looking statements are not statements of historical fact and actual events and results may differ materially from those described in the forward-looking statements as a result of a variety of risks, uncertainties and other factors. Forward looking statements in this document are based on Burgundy's beliefs, opinions and estimates as of the dates the forward-looking statements are made, and no obligation is assumed to update forward looking statements if these beliefs, opinions or estimates should change or to reflect other future developments.*

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