



BALEL – G # 18, 10 rue du Prince Genève, Switzerland 1204

Communiqué de Presse / Press Release

Geneva House Auctions and Southampton Trading Company (Toronto, Canada) Announce The Formation of a Strategic Alliance in the Remarketing and Auction Services within the Color Diamond Industry.

Our goal is to take advantage of our many years of collective experience in the buying/selling/trading of colored diamonds and fine jewelry, with the underlying recognition that the remarketing and disposition for investors and collectors is not a regional phenomenon but an international one.

Genève, Switzerland December 17, 2019 Geneva House Auctions and Southampton Trading Company are pleased to announce the formation of a strategic alliance whereby operations of each entity will collaborate and avail themselves of the others vast network of resources to better serve our respective clientele for the purposes of:

- to integrate and fuse the collective industry experience and expertise of management of each entity to better serve the interests of the overall and best interests of our respective clients.
- to consolidate the efforts of each entity towards the remarketing and disposition of our respective client's holdings of natural colored diamonds, custom jewelry as well as estate portfolios.
- to significantly reduce overhead cost and to centralize the auction operations administratively for the mutual benefit of both entities' clientele.
- to offer our collective clients the opportunity to reach a broader market globally-especially with Southampton's foot hold in the North America market, and our network offered internationally, particularly in Europe and South Asia.

The aforesaid strategic alliance has been formulated by management of each entity in a constructive and thought-driven process over the last few weeks. The ultimate goal is for each entity to take advantage of the globalization and consolidation of selling natural colored diamonds and fine jewelry through the public and private auction platform.

The Southampton Trading Company issued the following statement, "We have pursued this strategic alliance to better serve and broaden our international clientele, particularly in the European market, with both the immediate and longer-term plan of creating economies of scale which translate to lower and more competitive fees and listing cost, while increasing our exposure and expanding our rate of successful auction results."

Cordialement,

Mia Rochat

Media Relations/Avec Les Medias

Geneva House Auctions

1-833-436-3821 (International Toll Free)

genevahouse@europe.com