



## **Sunburst Rare Diamonds Inc. –“ Securing Your Future”**

### **The Fancy Natural Coloured Rare Diamond Investment Company**

Fancy Natural Coloured Rare Diamonds are the fastest growing hard asset class in the world because of the Rare opportunity they present investors, amidst global economic uncertainty, soaring demand, and depleting supplies.

What ancient cultures have known for centuries about investing in the rarest and most beautiful Fancy Natural Coloured Rare Diamonds, has been continually shrouded in a veil of intrigue and mystery for many North Americans. We at Sunburst Rare Diamonds Inc. will show you how to profit from the most exciting diamond supply shortage in history.

“By 2016, global demand for diamonds will outstrip supply by 7 million carats.” Bloomberg

Real Estate in Your Pocket:

Nothing is smaller, rarer, and more valuable than investment-grade Fancy Natural Coloured Diamonds. One diamond worth \$10 million dollars and weighing just over a gram will fit nicely in the palm of your hand.

For the first time in history, the largest mines in the world are running out of diamonds. There will be no more. The price of colourless white diamonds have risen 75 percent in the past six years. By 2019, 90% of the world’s supply of Pink diamonds and the “vast majority” of Champagne diamonds will be depleted, as the largest mining source is exhausted and closed forever.

It takes approximately 1.3 tons of rock to reveal just one carat (.20 grams) of diamonds. About 80% of all diamonds unearthed are unsuitable for jewellery and are allocated for industrial uses. Colourless diamonds are 10,000 times more abundant than Fancy Natural Coloured Rare Diamonds. These exquisitely RARE gems occur naturally in many colour combinations.

Sunburst Rare Diamonds provides high end, investment quality, Fancy Natural Coloured Rare Diamonds. Only the Rarest are in Our Collection.

This opportunity is for those who act quickly because looming is an Economic Apocalypse? OR a Global “1930s Moment”... shall we say!

On January 23, 2012 Christine Lagarde, Managing Director of the International Monetary Fund in Berlin, issued a dire warning that if global policy-makers did not act quickly, the world could easily slide into a

1930s moment where countries turn inward, ultimately, leading to a downward spiral that could engulf the entire world (IMF, 2012).

In times like these governments implode, close their borders, halt the transfer of wealth, and seize private assets in a desperate attempt to regain footing. Securities become worthless overnight, and great corporations collapse. Real estate loses its value, as it is based solely on fiat currency. One hard-asset has immunity from spiralling economic collapse...

“We could easily slide into a 1930s moment. A moment where trust and cooperation break down and countries turn inward. A moment, ultimately, leading to a downward spiral that could engulf the entire world.” - Christine Lagarde, Managing Director of the International Monetary Fund (2012).

The IMF is a specialized agency of the United Nations and has played a part in shaping the global economy.

Rare Diamond Investment was Built For You...For Times Like These

In the current era of erratic growth and hyper connected markets, it's time to rethink the traditional portfolio, as the usual mix of stocks and bonds offers little chance of delivering the returns you desire. In today's world, your portfolio must be more adaptable to volatile and diverse markets.

The 21st Century Choice

While investors cannot directly shape policy to provide greater economic certainty, there is a bright ray of hope with a reliable hard asset opportunity that fits in the palm of your hand, and contains no security numbers, no names and no registration requirements that has been trusted for hundreds and hundreds of years and will greatly appreciate in value because of its Rarity.

This is what the World's Greatest Empires Knew...That We Don't...

'Mature cultures' and the world's greatest empires have always understood the value of accumulating hard assets that are free from the prying eyes of unstable governments. For millennia, nobility and aristocrats the world-over, have coveted Rare and precious gems as a protective store of wealth.

European Kings, Queens, Russian Czars and Asian rulers all own Crown Jewels as protection against massive economic hardship and times of hyperinflation. The Crown Jewels were more than a status symbol, they were also an insurance policy and an exit strategy.

In the event of insurrection or invasion, it was customary that nobility would flee with what they could carry in hand. Rare and precious jewels are portable and easy to conceal. They are an investment valued and traded all over the world.

There are more and more private collectors, and savvy investors looking for new investments. They are looking for top quality Rare gems to put their money in to. "Something that will not melt." According to Jean-Marc Lunel, Head of Christie's Jewellery Department in Geneva, Christie's is recognized as prestigious art business and a leading fine art auction house established in 1759.

### Learning From Empires that Have Endured

North American countries have only developed over the past two centuries and in this regard are young. As a culture, we have enjoyed relatively stable economies and abundance. Today, however, the entire world is moving into uncharted economic territory and according to Christine Lagarde, from the International Monetary Fund, "There are dark clouds gathering in the global economy" (IMF, 2011).

The current global economic situation has caused a shift in investment mentality. Currently, more and more North American investors and investors worldwide are turning to hard assets. Investors are looking to possess a hard asset with maximum portability and protection of wealth. Ultimately, they are looking to invest in something that will not bubble, burn, or melt.

This is the most exclusive and exciting investment opportunity of the 21st century to help you secure and grow your wealth and Sunburst Rare Diamonds is here to help you in "Securing Your Future"

The value of Fancy Natural Coloured Rare Diamonds is not determined by 'fat currency.' The value of these extremely precious commodities is independent of government laws and that is why they have retained their value even during recession.

These features make the Rarest and most beautiful investment quality diamonds the ideal way to secure and grow wealth during turbulent economic times.

"Revenues from diamond sales are expected to increase from 185 billion USD in 2010 to 230 billion USD in 2015 due to surge in demand from China and India." – KPMG

"When Times are bad, diamonds...can hold their value better than real-estate and have the advantage of being portable." – Forbes

"There never seem to be enough to go around, which makes my job that much harder. Whether it's their visual appeal, the prospect of a big jump in value, or just the desire to own something that almost nobody in the world possesses, these have become the gems that everyone covets." – Sotheby's

Our Collection of Fancy Natural Coloured Rare Diamonds are selected by hand from all over the world and available to our clients at values that will defy comparison.

Argyle Diamond Pink Tender

Beginning in 1984, the most exceptional polished Pink Diamonds, from each year's production have been sold individually at special auctions known as tenders.

Viewings have traditionally been held in New York, Tokyo, Perth, Antwerp, Hong Kong, London, Geneva and China. Participation in these events is by invitation only to the world's leading diamond companies. Prices realized range from U.S. \$100,000 per carat to over U.S. \$1,000,000 per carat - in excess of 50 times that of their colourless counterparts.

To put the true Rarity of these special Pink diamonds into perspective, of every million carats of rough diamonds produced at the mine, a mere one carat is suitable for sale in one of these tenders.

Investor satisfaction is our most important consideration and commitment to you. We at Sunburst Rare Diamonds Inc. guarantee that any purchase(s) made within 10 days of receipt of your investment grade diamond(s) will be refunded in the full amount paid, if you are not 100% satisfied with the quality and value.

Exactly How Rare Is Your Fancy Natural Coloured Diamond Investment?

For every 27 pounds of gold only 2.7 ounces (about 380 carats) of diamonds are produced, making diamonds generally about 165 times more Rare than gold. Of total diamond production, for every 10,000 carats of colourless or white diamonds mined, only a single carat of Fancy Natural Coloured Diamonds are found. By comparison, gold is nearly as common as aluminum foil, when compared to the unique Rarity of Fancy Natural Coloured Rare Diamonds.

The ratio is 10,000 of white diamonds to every one Fancy Natural Coloured Rare Diamond is now 90%. The world's Pinks and the vast majority of Champagne diamonds are drying up right before our eyes, so what does that fact say to you as an Investor?

It's Simple Economics- Economics 101, if you will.

The law of supply and demand says that when there's not enough to go around, prices rise. High demand and low supply cause prices to soar.

Secure and Grow Your Wealth

Even in an unsettled economic environment, a top quality Fancy Natural Coloured Rare Diamond maintains it's value and has continuously realized record breaking gains.

According to Josephine Archer, Business Manager at The Argyle Diamond Mine, there is a soaring demand for Fancy Natural Coloured Rare Diamonds by investors across the world.

Amidst global economic uncertainty, affluent investors and collectors are putting these exceedingly Rare hard assets to work in their portfolio to secure and grow their wealth.

What will happen to diamond prices and supplies?

You don't have to study global economics to understand that both China and India's growing economies are causing a tidal wave in commodity markets. With a population of 1.4 billion people compared to a US and Canada population of 350 million, plus a growing class of billionaires, Rare Diamond investors are going to witness an extraordinary increase in value of their Rare Diamonds. Forbes correspondent, Russell Flannery says, "Asian buyers have been a big force behind the gains in prices for investment grade diamonds" (2011).

All luxury brands see China as a massive market. Nothing is too big, nothing is too beautiful, and nothing is too expensive. The Chinese are on a quest for true luxury according to (Reuters, 2011). In fact, all the major American diamond retailers, such as Harry Winston, De Beers, Tiffany's, Christies and Laurence Graff have opened up flagships in Asia in anticipation of China's booming economy.

China and India's Booming Economy is Good for Your Rare Diamond Investment because:

A sophisticated investor knows that the best time to purchase an investment is when very few others are buying it. You can realize a much greater profit when you buy low and sell high, opposed to buying high and selling higher. So, by the time the general public figures this out, the chances are that it will be too late.

For instance, had you been an investor who bought gold just a few years ago, you could have reaped the benefits of watching gold hit a record high. According to Bloomberg, demand from China and India has caused the prices of diamonds to rise five times faster than gold this year (2011). As an investor, this is a chance to get onboard and let Chinese demand for Rare Diamonds work to your advantage. All indicators say the price of rare diamonds is going up. This Rare window of opportunity is Now, during

"The Rare Diamond Investment Decade"

According to KPMG, revenues from diamond sales are expected to increase from 185 billion USD in 2010 to 230 billion USD in 2015 due to surge in demand from China and India (2010). Fancy Natural Coloured Rare Diamonds just became even Rarer with the onslaught of this Chinese and Indian consumer frenzy. The time to invest is Now.



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