Presentation for LJRG Members

VIRTUAL
DIAMOND
BOUTIQUE

www.vdbapp.com

NEW YORK | ISRAEL | SURAT | MUMBAI | DELHI

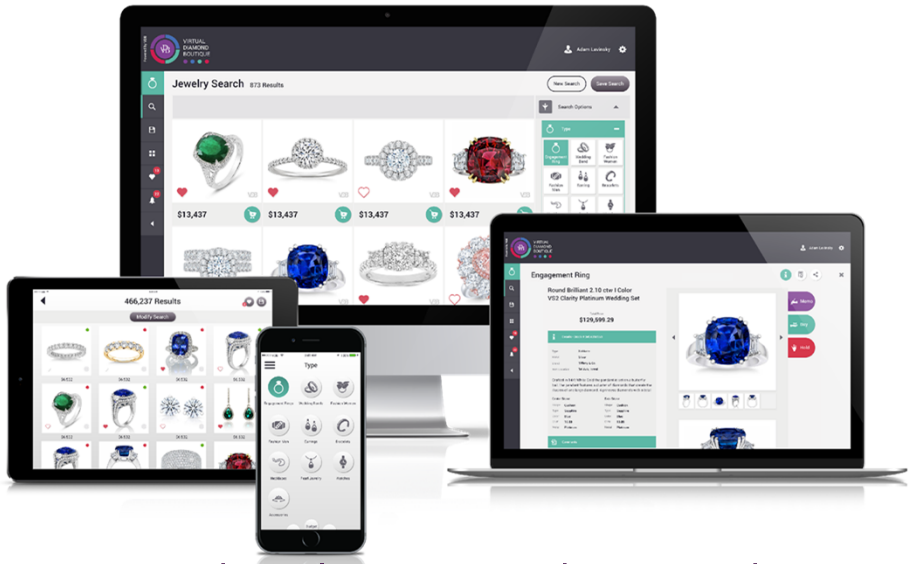
Welcome to Virtual Diamond Boutique

Tanya Nisguretsky, President & CEO

Liz Stamm, VP of Business Development

What is Virtual Diamond Boutique?

Marketplace

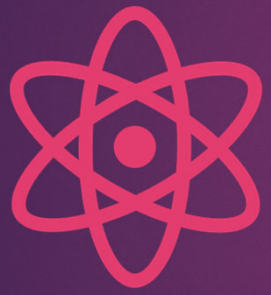


Technology Leader For The Jewelry Industry

Who Are We?

- Tanya Nisguretsky — background in jewelry retail and wholesale
- Sales & Operations Teams — GGs and Jewelry Professionals
- Our own Technology Team (app and web designers, developers, implementation and customer success teams)

So. Much. Functionality.



There's too much functionality to discuss in one presentation.

We'll focus today on the features that return the fastest benefits.

The Problems VDB Helps Solve

Problem: Younger customers who find jewelry store experience ‘outdated’ or ‘boring’.

Solution: Using a tablet or smart phone on the showroom floor can increase relevance and engagement.

In-Store Engagement Features

- Show and sell inventory from your other store locations.
- Dramatically expand inventory by including preferred supplier inventories.
- Customize mark-ups to show and sell with your customers.
- Share items from app to customer email or SMS.

Problem: You want to sell inventory you own before you source external inventory.

Solution: Integrate your own inventory in the VDB app – including multi-store location management.

Problem: You don't want to carry all the vendors – just your preferred vendors.

Solution: Select only the vendors you prefer. We'll even help you get your vendors involved if they are not already part of the system.

VDB gives you control over marketplace parameters.

Problem: The customer that wants what you don't have in your store

Solution: Use the app to find exactly what they have in mind without having to guess.

Educate, qualify and pre-sell items from your other locations, or from your preferred supplier group.

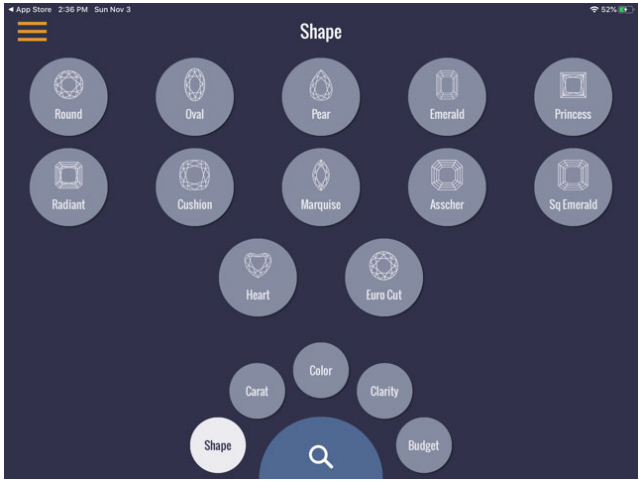
Problem: The customer "saw it online."

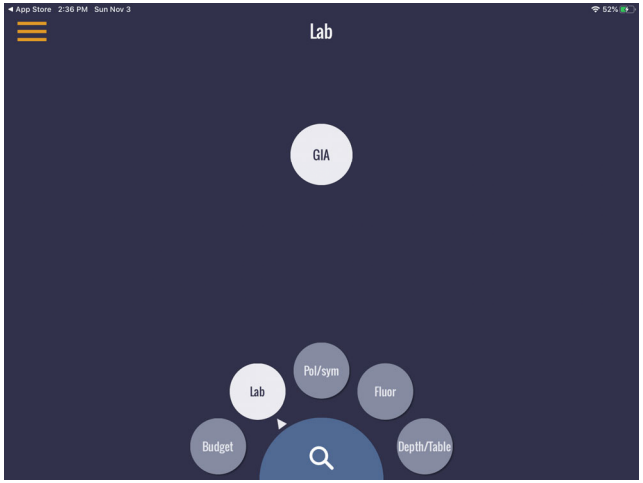
Solution: With over 750K items to choose from, you can compete with online offerings within your store.

E tailers have about 100-200K items. Using VDB, your customer is sure to find the perfect diamond or gem — it might even be the same item!

Problem: Most searching/sourcing programs are one-size-fits-all.

Solution: VDB allows you to select your preferred inventory criteria, qualities and labs.





The VDB App = Tremendous Flexibility to Suit Your Brand

Problem: Multi-store inventory management and transfers can be an operational hassle.

Solution: VDB helps you centralize and manage multi-store searches and transfers with internal system communications, notifications, and reminders.

Round 3.77ct E VS2

Diamond Details

Stock #	32120
Lab	GIA
Shape	Round
Carat	3.77
Color	E
Clarity	VS2
Cut	Excellent
Polish	Excellent
Sym	Excellent
Fluor	Medium
Depth	62.5%
Table	54.0%
Girdle	Thin-Medium (Fac)
Culet	None
Meas	9.89 x 9.97 x 6.21
Treat	None

Total Price

$1,02,762.70

Request

Info | Image | Video | Cert | Match

Request

Stock #	Shape	Carat	Color	Clarity	Total Price
32120	Round	3.77	E	VS2	$1,02,762.70

Comments

Hi! Please procure this Diamond. Thanks!

Place Your Request

NOTIFICATIONS

Pending — Your request for Round 3.77ct E VS2

Pending — Your request for Princess 1.03ct F VS2

Pending — Your request for Oval 9.51ct D VS1

Pending — Your request for Cushion 1.73ct F SI2

Pending — Your request for Cushion 2.01ct G SI2

Pending — Your request for Cushion 2.01ct I SI2

Request

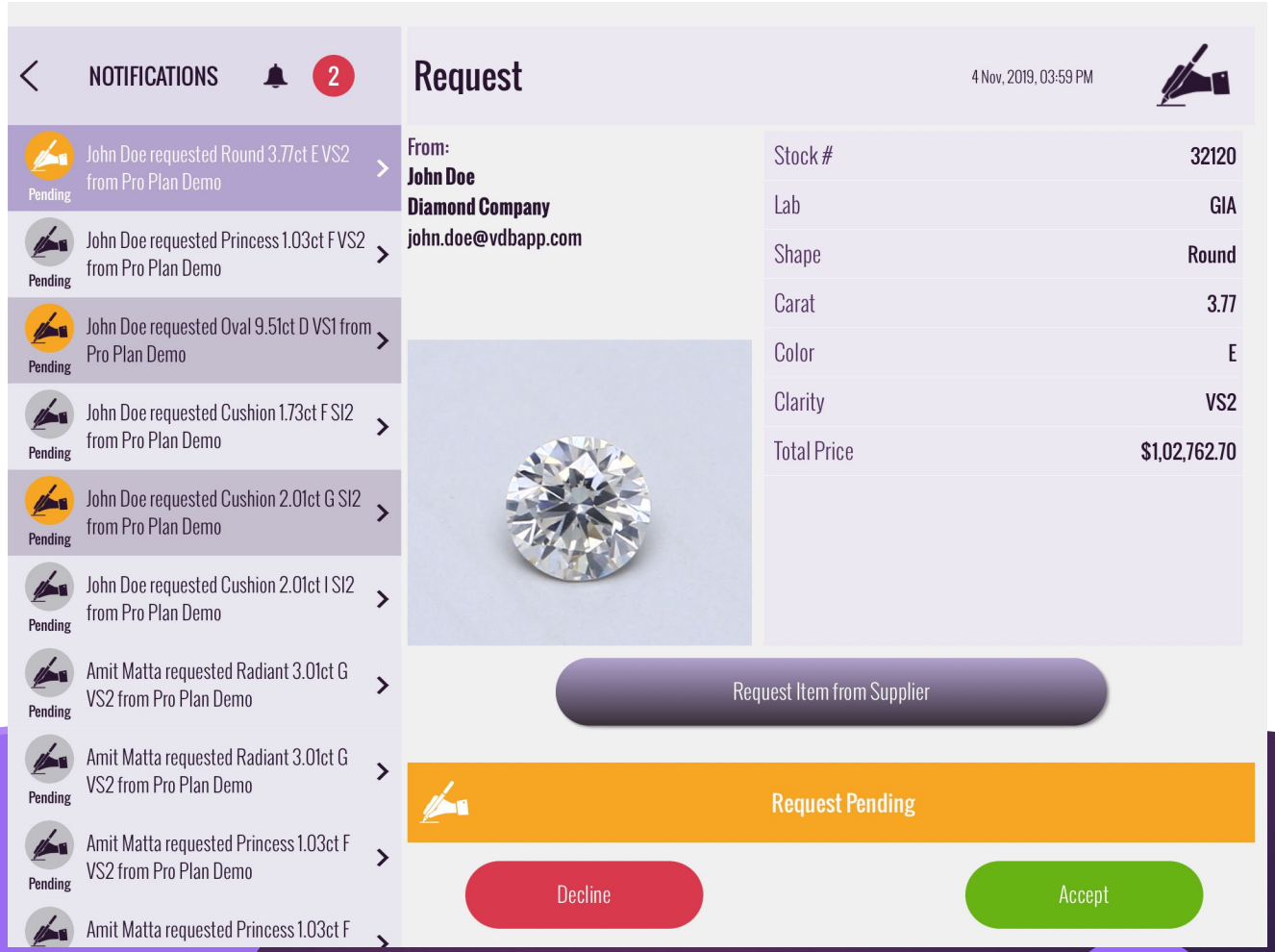
4 Nov, 2019, 03:59 PM

Stock #	32120
Lab	GIA
Shape	Round
Carat	3.77
Color	E
Clarity	VS2
Total Price	$1,02,762.70

Hi! Please procure this Diamond. Thanks!

Request Pending

Withdraw


NOTIFICATIONS
2
Pending
John Doe requested Round 3.77ct E VS2 from Pro Plan Demo
Pending
John Doe requested Princess 1.03ct F VS2 from Pro Plan Demo
Pending
John Doe requested Oval 9.51ct D VS1 from Pro Plan Demo
Pending
John Doe requested Cushion 1.73ct F SI2 from Pro Plan Demo
Pending
John Doe requested Cushion 2.01ct G SI2 from Pro Plan Demo
Pending
John Doe requested Cushion 2.01ct I SI2 from Pro Plan Demo
Pending
Amit Matta requested Radiant 3.01ct G VS2 from Pro Plan Demo
Pending
Amit Matta requested Radiant 3.01ct G VS2 from Pro Plan Demo
Pending
Amit Matta requested Princess 1.03ct F VS2 from Pro Plan Demo
Amit Matta requested Princess 1.03ct F
Request
4 Nov, 2019, 03:59 PM
From:
John Doe
Diamond Company
john.doe@vdbapp.com
Stock # 32120
Lab GIA
Shape Round
Carat 3.77
Color E
Clarity VS2
Total Price $1,02,762.70
Request Item from Supplier
Request Pending
Decline
Accept

Problem: Creating app technology is very expensive.

Solution: Use VDB's app as a white label solution. Take advantage of the extensive investments we have made – and continue to make – in technology.

White Label the VDB App

Brand VDB with Your:

- Custom LOOK
- Custom COLORS
- Custom PREFERENCES

Deploy Your Own App

For our Premium Plan (Custom App), we will deploy your own fully customized iOS and Android Apps to the Apple and Google Play store under your company name. Your own icon and branding will appear on all your potential customer's phones.

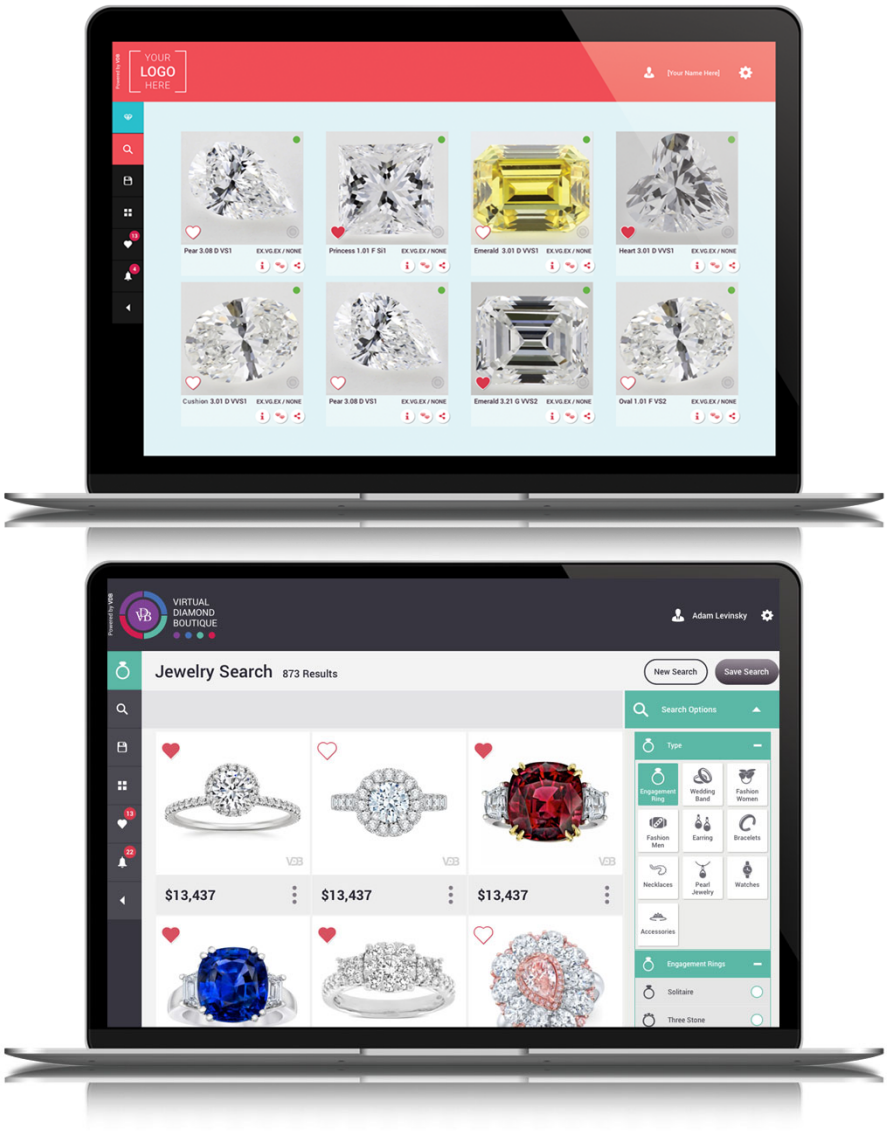
Example of a Custom Mobile App

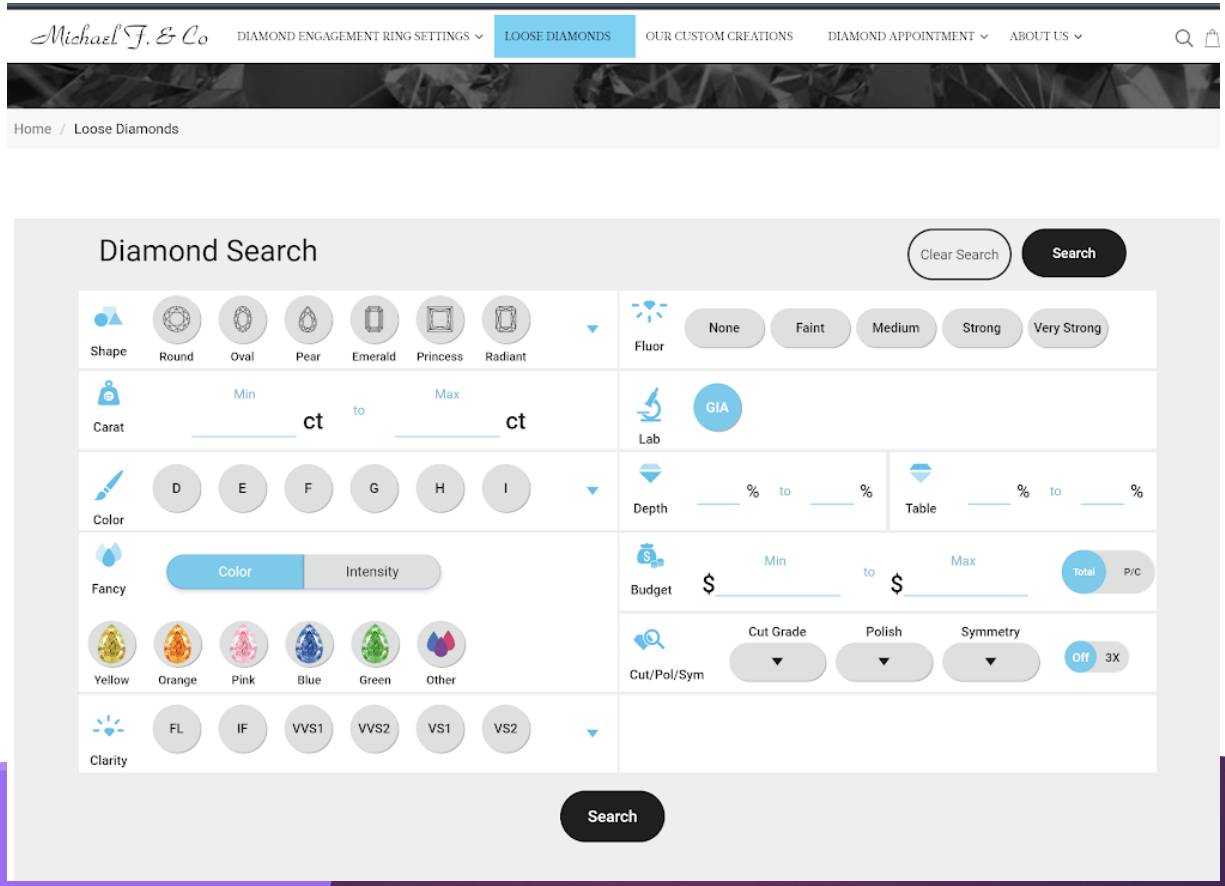
UNIQUE™
LAB GROWN DIAMOND

E-commerce solutions

- Integrations
- API Feed
- I frames
- Custom Apps with Shopping Cart Functionality

Examples of Some of VDB's E-commerce Solutions





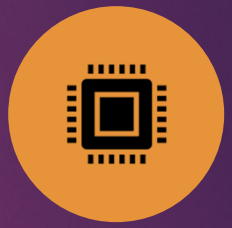
Example of VDB Integration

SO, in a Nutshell . . .

A MASSIVE ONLINE MARKETPLACE

A SUITE OF APPS FOR MOBILE AND DESKTOP DEVICES.

DESIGNED TO IMPROVE JEWELRY BUSINESS.



USING THE LATEST TECHNOLOGY.

DEVELOPED BY JEWELERS, FOR JEWELERS.

What's Next?

- Download the app and register – it's free and simple.
- VDBapp.com (click the JOIN FOR FREE tab at the top)
- Let's Discuss!

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Thank you!

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