

GEMFIELDS

Investor Update, March 2019



GEMFIELDS

Responsibly sourced Zambian emeralds
and Mozambican rubies.

Championing transparency and trust
in the coloured gemstone industry.

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GEMFIELDS GROUP LIMITED

BOARD MEMBERS

Non-Executive Chairman



Brian Gilbertson
Chairman

Executive Directors



Sean Gilbertson
Chief Executive Officer



David Lovett
Chief Financial Officer

Non-Executive Director



Dr Christo Wiese

Audit Committee

Martin Tolcher (Chair)
Lumkile Mondi and Carel Malan

Remuneration Committee

Kwape Mmela (Chair)
Martin Tolcher and Lumkile Mondi

Nomination Committee

Lumkile Mondi (Chair)
Martin Tolcher and Kwape Mmela

Independent Non-Executive Directors



Martin Tolcher



Lumkile Mondi
Lead Independent Director



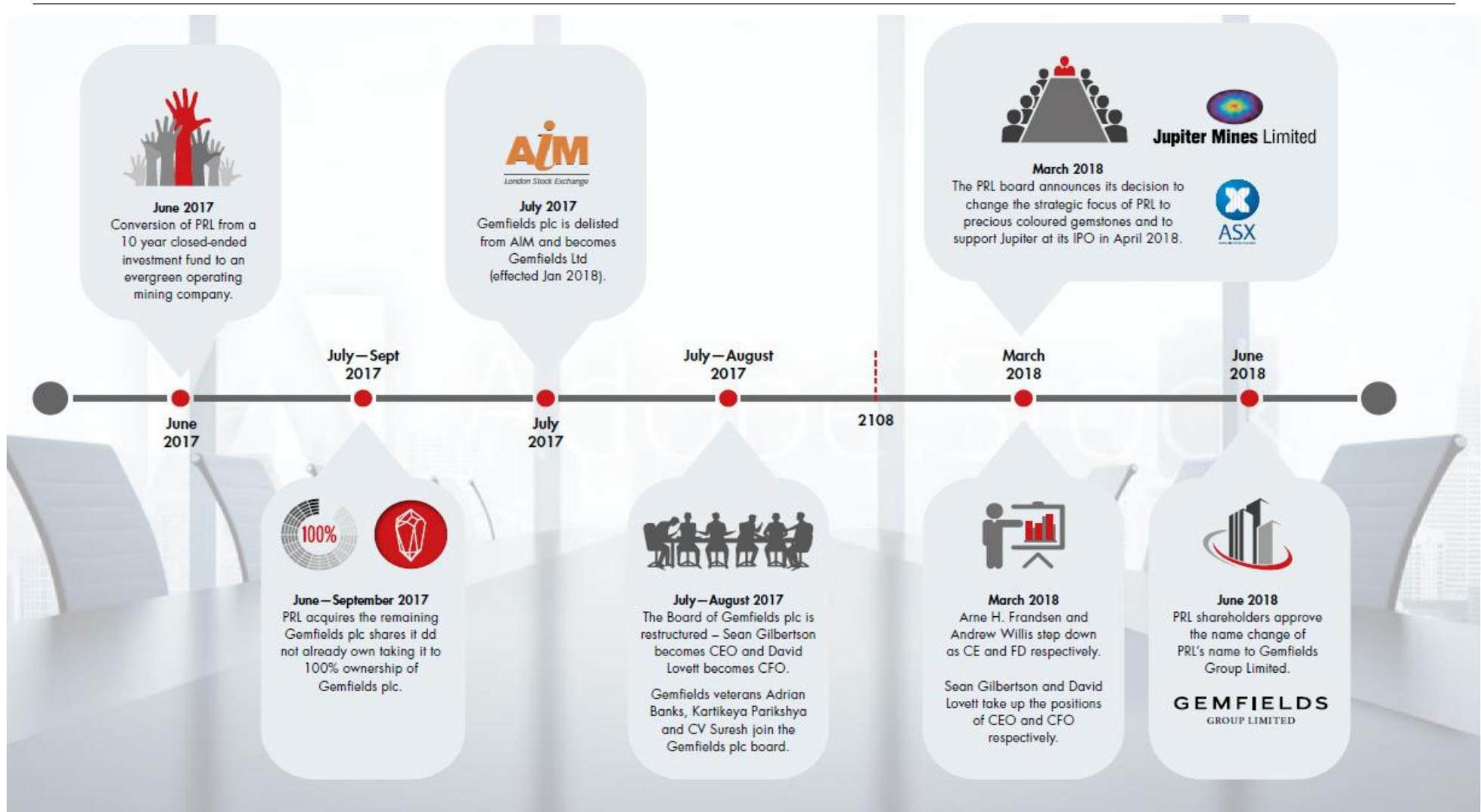
Kwape Mmela



Carel Malan
(Appointed 9 January 2019)

GEMFIELDS GROUP LIMITED

RECENT TIMELINE OF KEY CORPORATE EVENTS



GEMFIELDS LTD

(100% owned by Gemfields Group Ltd)

- The world's leading miner of responsibly sourced precious coloured gemstones.
- Africa-focussed, with three principal activities: mining, grading and marketing and selling.
- 100% owned by Gemfields Group Ltd (JSE-listed). Market value: USD 175 million (22 March 2019)

75%

**Kagem Mining
Ltd
(EMERALD)
ZAMBIA**

- World's largest emerald mine.
- Acquired by Gemfields in 2008.
- Zambian Government, a 25% shareholder, has received more than USD 100 million of royalty, corporation tax and dividends since 2008.
- Revenues of USD 64.4 million during 2018.

75%

**Web Gemstone
Mining plc
(EMERALD)
ETHIOPIA**

- Over USD 5 million invested to date.
- Initial exploration (pits, trenches and drilling) completed.
- Bulk sampling commenced August 2017.
- Operations overrun during June 2018.
- Operations currently on hold.

75%

**Montepuez Ruby
Mining Lda
(RUBY)
MOZAMBIQUE**

- World's largest ruby mine.
- Licence granted 2012. First ruby auction June 2014.
- Mozambican Government's royalties and corporation tax to date exceed USD 90 million (to 30 June 2018).
- Revenues of USD 127.1 million during 2018.

75%

**Megaruma Mining
Lda
(RUBY)
MOZAMBIQUE**

- Bulk sampling commenced July 2018.
- Adjacent to Montepuez Ruby Mining Licences.

75-100%

**Other Gem
Licences for
Exploration &
Development**

- Exploration licences in Madagascar, Mozambique and Zambia.

100%

FABERGÉ

- World-famous brand first founded in 1842.
- Promotes the positioning and perception of precious coloured gemstones by producing jewellery, timepieces and objects.

In addition to 100% of Gemfields Ltd, Gemfields Group Ltd owns the following minority stakes:

- **7.44% of ASX-listed Jupiter Mines Ltd; and**
 - **6.54% of unlisted Sedibelo Platinum Mines Ltd**
- Orderly disposals will be pursued should suitable opportunities arise.**



Financial Highlights for the Year Ended 31 December 2018



GEMFIELDS

Responsibly sourced Zambian emeralds and Mozambican rubies.

Enhancing environmental sustainability by regenerating land and replanting native flora.

GEMFIELDS GROUP LIMITED

FINANCIAL HIGHLIGHTS FOR YEAR ENDING 31 DECEMBER 2018

Revenues – USD

206.1 million

EBITDA¹ – USD

58.9 million

Loss Per Share – USDc

5.0

Cash Flows from
Operating Activities - USD

5.1 million

Free Cash Flows before changes
in working capital² – USD

26.9 million

Normalised Earnings
Per Share³ – USDc

1.0

Normalised Earnings³ – USD

18 million

Net Cash / (Debt) – USD

9.8 million

Auction Receivables – USD

41.1 million

¹ Earnings before interest, taxation, depreciation and amortisation.

² Free Cash Flow is calculated as cashflow from operating activities less capital expenditure. Free Cash Flow post working capital movements was (USD 26.2 million). Working capital movements of USD 53.1 million primarily relate to higher auction receivables following the November and December auctions.

³ Normalised Earnings of USD18 million excludes impairments, exceptional legal claims and fair value movements in Jupiter and Sedibelo.

GEMFIELDS GROUP LIMITED
 SEGMENTAL INCOME STATEMENT
 FOR THE YEAR ENDED 31 DECEMBER 2018

INCOME STATEMENT	Zambia	Mozambique	PGMs	Steel Making Materials	Corporate	Fabergé	Other	Total
1 January 2018 to 31 December 2018	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000
Rough gemstones	60,319	127,115	-	-	-	-	3,681	191,115
Jewellery	-	-	-	-	-	13,392	-	13,392
Cut and polished	-	-	-	-	1,116	-	467	1,583
Revenue ¹	60,319	127,115	-	-	1,116	13,392	4,148	206,090
Mineral royalties and production taxes	(3,865)	(12,641)	-	-	-	-	-	(16,506)
Change in inventory and cost of sales	(8,254)	3,967	-	-	(1,204)	(8,081)	(4,534)	(18,106)
Mining and production costs ²	(34,216)	(21,491)	-	-	(279)	-	227	(55,759)
Selling, general and administrative costs ³	(4,380)	(14,716)	-	-	(26,615)	(9,948)	(1,904)	(57,563)
Other income	147	11	-	-	269	60	221	708
EBITDA	9,751	82,245	-	-	(26,713)	(4,577)	(1,842)	58,864
Dividend income	-	-	-	5,271	-	-	-	5,271
Realised fair value gains	-	-	-	11,680	-	-	-	11,680
Unrealised fair value losses	-	-	(47,617)	(11,942)	-	-	-	(59,559)
Depreciation and amortisation	(14,538)	(14,453)	-	-	(285)	(1,357)	-	(30,633)
Share-based payments	-	-	-	-	(4,167)	-	-	(4,167)
Impairment charges and write-offs ⁴	(22,788)	(51)	-	-	(207)	-	(3,513)	(26,559)
Operating (loss)/profit	(27,575)	67,741	(47,617)	5,009	(31,372)	(5,934)	(5,355)	(45,103)
Net finance expense	(3,708)	(756)	-	-	(145)	(3,515)	(721)	(8,845)
Taxation	12,845	(18,686)	-	-	(2,461)	2,516	(697)	(6,483)
(Loss)/profit after tax	(18,438)	48,299	(47,617)	5,009	(33,978)	(6,933)	(6,773)	(60,431)

¹ Revenues have been recognised at one point in time, as control passes to the customer.

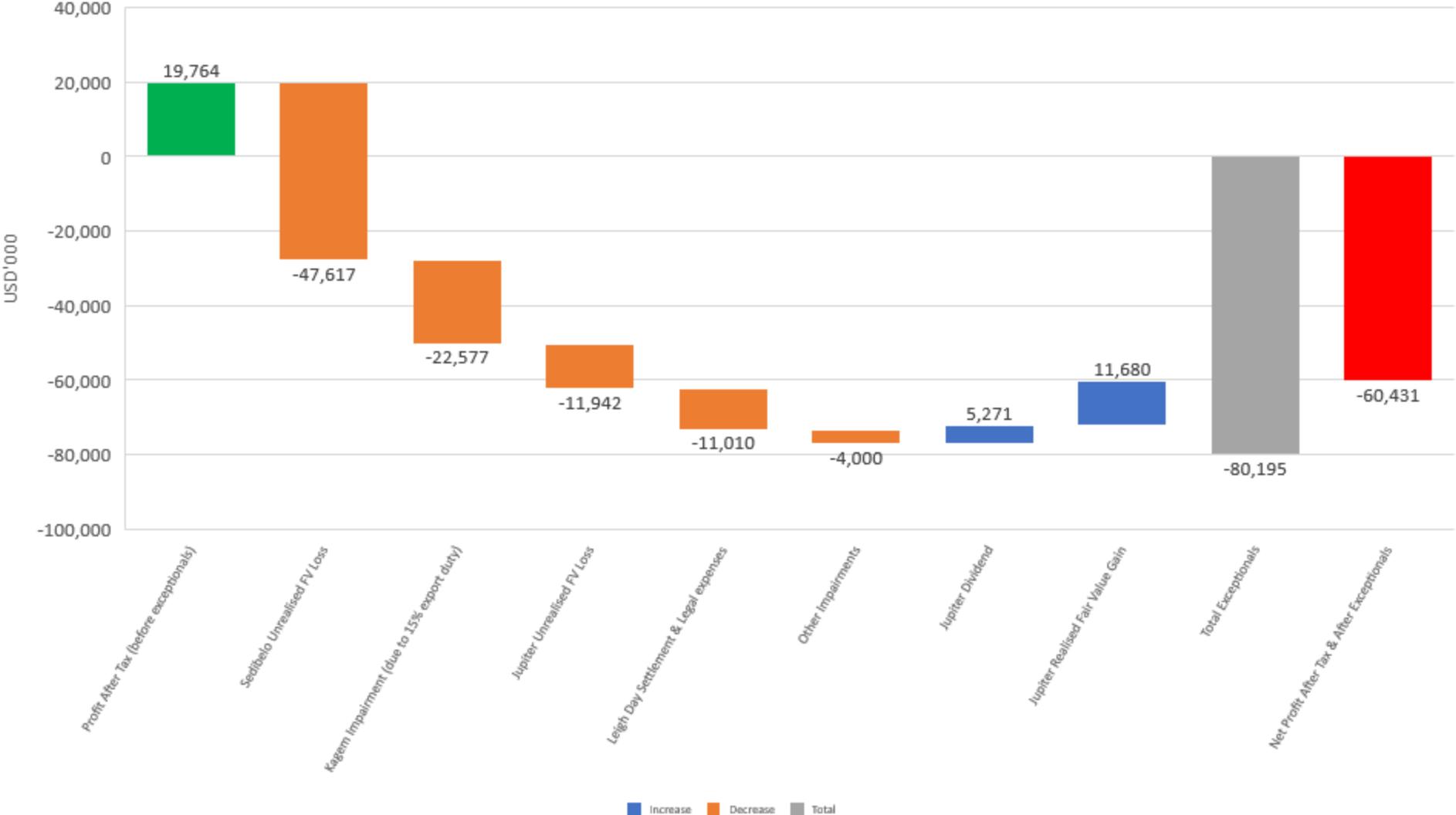
² Excluding mineral royalties and production taxes, and inventory impairments.

³ Excluding share-based payments.

⁴ Including inventory impairments.

GEMFIELDS GROUP LIMITED

NET PROFIT PRE AND POST EXCEPTIONALS



GEMFIELDS GROUP LIMITED
 SEGMENTAL STATEMENT OF CASH FLOWS – (EBITDA / FREE CASH FLOW)
 FOR THE YEAR ENDED 31 DECEMBER 2018

STATEMENT OF CASHFLOWS	Zambia	Mozambique	PGMs	Steel Making Materials	Corporate	Fabergé	Other	Total
1 January 2018 to 31 December 2018	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000
Revenue	60,319	127,115	-	-	1,116	13,392	4,148	206,090
Operating costs and cost of sales ¹	(50,568)	(44,870)	-	-	(27,829)	(17,969)	(5,990)	(147,226)
EBITDA	9,751	82,245	-	-	(26,713)	(4,577)	(1,842)	58,864
<i>Add back: Change in inventory</i>	8,254	(3,967)	-	-	1,204	8,081	4,534	18,106
Tax paid (excluding WHT)	(591)	(23,771)	-	-	-	-	(16)	(24,378)
Capital expenditure	(11,819)	(17,338)	-	-	(106)	-	(2,039)	(31,302)
VAT refunds	3,655	-	-	-	1,787	138	-	5,580
Free cashflow before working capital movements	9,250	37,169	-	-	(23,828)	3,642	637	26,870
Working capital movements ²	(13,310)	(23,401)	-	-	(2,410)	(12,356)	(1,586)	(53,063)
Free cashflow	(4,060)	13,768	-	-	(26,238)	(8,714)	(949)	(26,193)
Cash generated from operations	8,350	54,877	-	-	(26,132)	(8,714)	1,106	29,487
Tax paid (excluding WHT)	(591)	(23,771)	-	-	-	-	(16)	(24,378)
Capital expenditure	(11,819)	(17,338)	-	-	(106)	-	(2,039)	(31,302)
Free cashflow	(4,060)	13,768	-	-	(26,238)	(8,714)	(949)	(26,193)

1 Excluding share-based payments and inventory impairments

2 Includes movements relating to inventory purchases and excludes VAT refunds

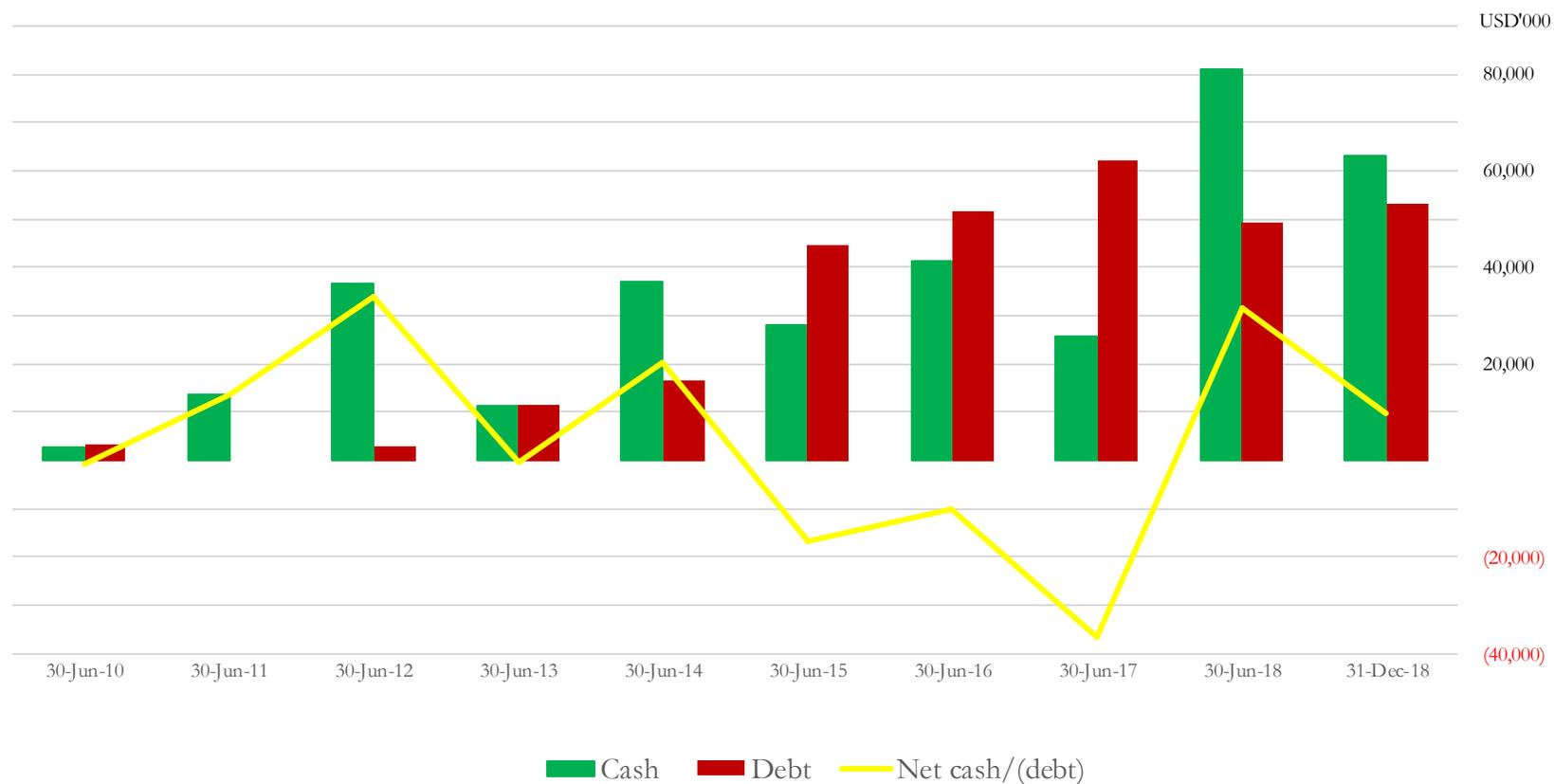
GEMFIELDS GROUP LIMITED
SEGMENTAL BALANCE SHEET

AT 31 DECEMBER 2018

STATEMENT OF FINANCIAL POSITION	Steel Making							
	Zambia	Mozambique	PGMs	Materials	Corporate	Fabergé	Other	Total
31 December 2018	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000	US\$'000
Mining asset	127,395	175,920	-	-	-	-	-	303,315
Property, plant & equipment and Intangibles	24,319	41,885	-	-	760	41,308	5,755	114,027
Listed and unlisted investments	-	-	50,447	25,714	1,473	-	-	77,634
Operating assets	47,665	58,697	-	-	9,595	39,276	6,148	161,381
Cash & cash equivalents	13,065	6,518	-	-	41,653	857	895	62,988
Segment assets	212,444	283,020	50,447	25,714	53,481	81,441	12,798	719,345
Deferred tax asset								6,381
Other								8,342
Total assets								734,068
Borrowings	35,000	18,171	-	-	-	-	-	53,171
Operating liabilities	5,377	26,387	-	-	6,765	2,378	2,070	42,977
Segment liabilities	40,377	44,558	-	-	6,765	2,378	2,070	96,148
Deferred tax liability								87,805
Total liabilities								183,953
Net (debt)/cash	(21,935)	(11,653)	-	-	41,653	857	895	9,817

GEMFIELDS GROUP LIMITED

NET CASH / (DEBT) PROFILE

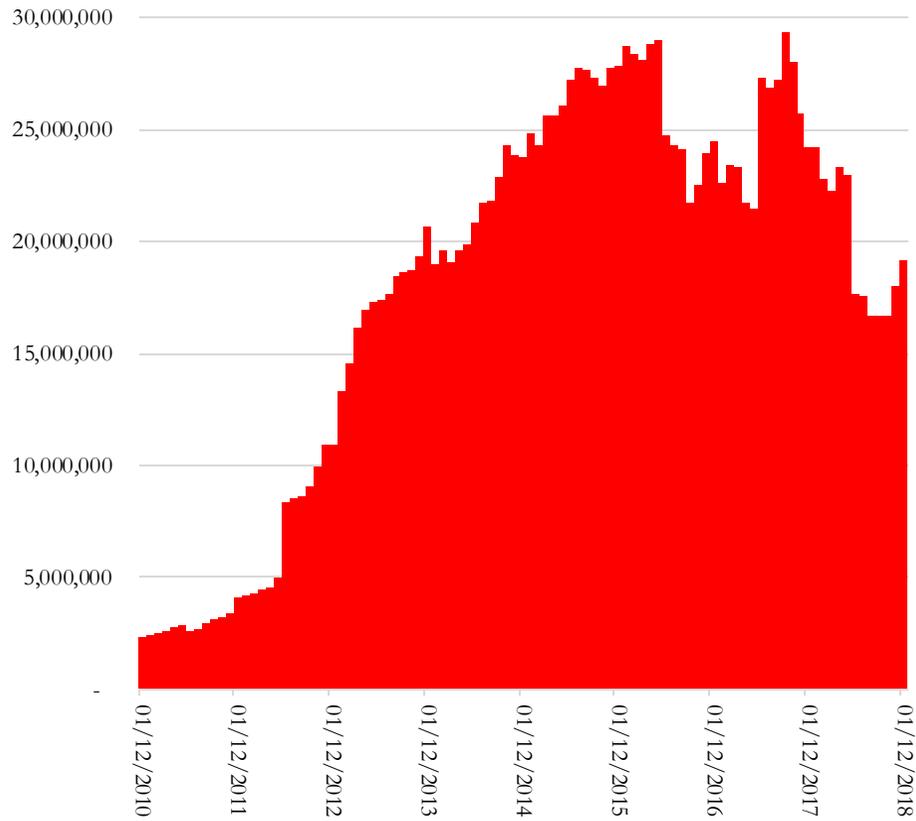


Note: Auction receivables at 31 December 2018 were: USD 41.1 million

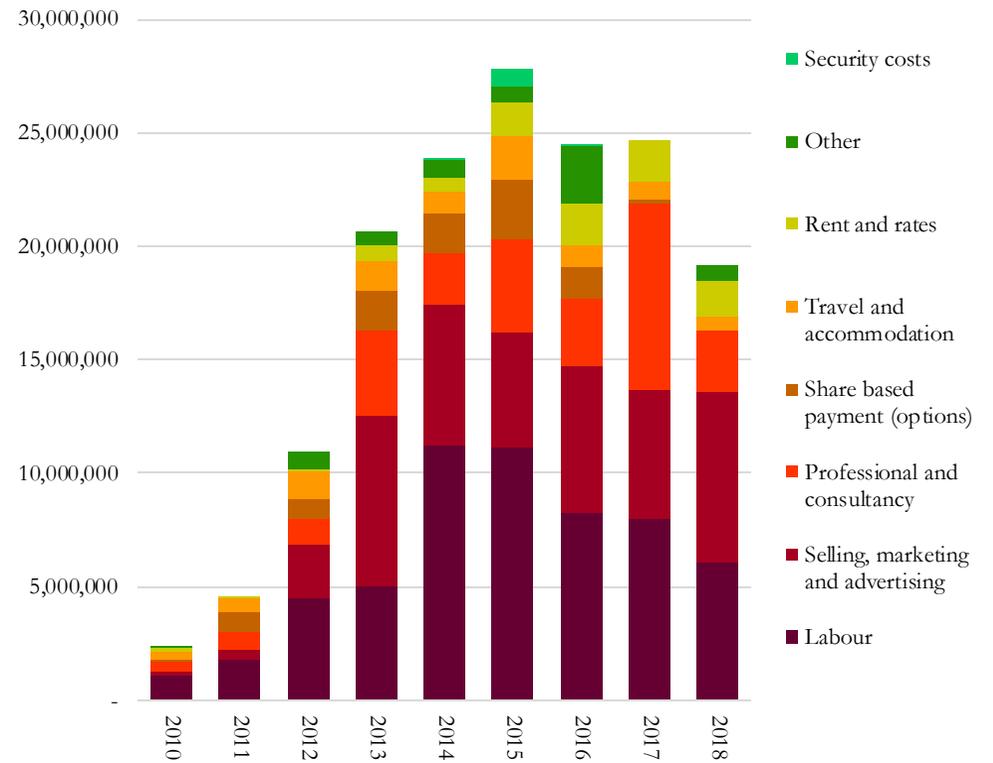
GEMFIELDS LTD

ANNUAL OPERATING COSTS

Annual Operating Costs (USD)
12 month rolling period



Annual Operating Costs by type (USD)
Financial years ending 31 December



Mining Update



GEMFIELDS

Responsibly sourced *Zambian emeralds*
and *Mozambican rubies*.

Empowering local communities by
establishing schools, education initiatives
and scholarships.

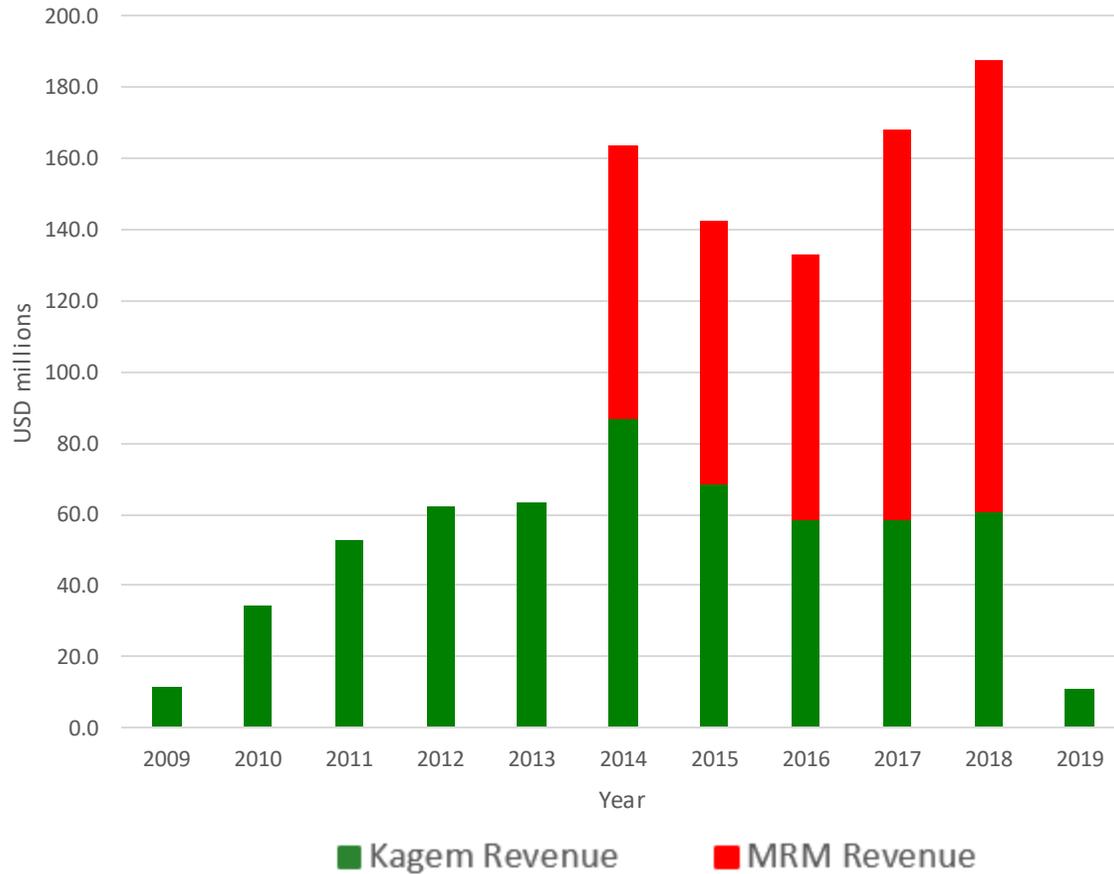
GEMFIELDS GROUP LIMITED
 CY2018 PRODUCTION AND MINING KEY PERFORMANCE INDICATORS (KPIs)

CY2018 PRODUCTION AND MINING KPIs	UNITS	KAGEM MINING LTD	MONTEPUEZ RUBY MINING LDA
Premium Emerald/ Premium Ruby Production	carats'000	224	92
Total Gemstone Production	carats'000	35,576	2,872
Ore Processed	tonnes'000	115	842
Grade	carat/tonne	204.5	3.4
Ore Mined	tonnes'000	174	748
Waste Mined	tonnes'000	11,766	3,874
Total Rock Handling	tonnes'000	11,939	4,622
Stripping Ratio		66.9	4.4

GEMFIELDS GROUP LIMITED

THE RISE OF RUBY REVENUE

GEMFIELDS ANNUAL AUCTION REVENUE
(YEARS ENDING 31 DECEMBER, USD MILLION)



Kagem Emerald Mine, Zambia



GEMFIELDS

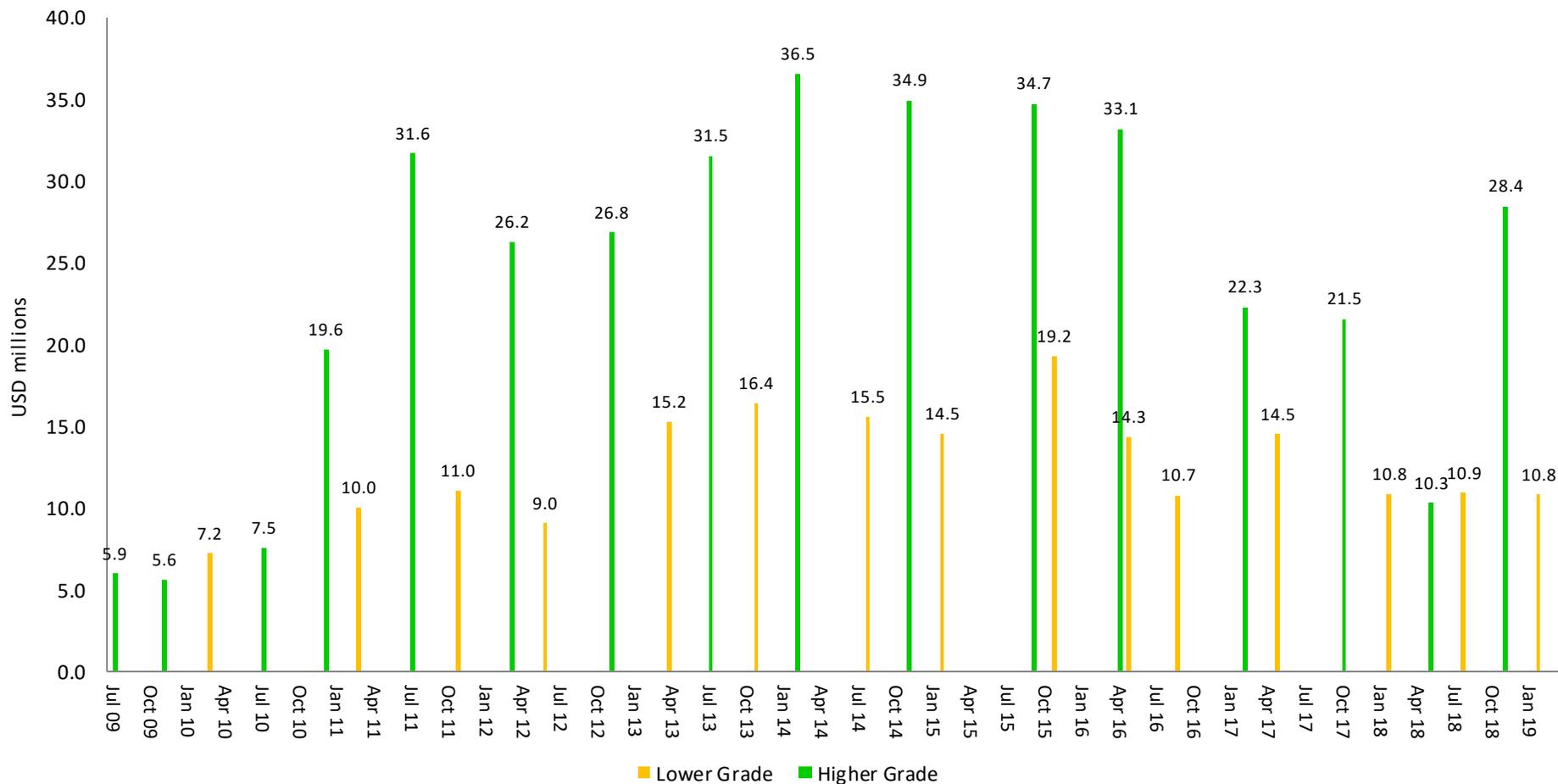
Responsibly sourced Zambian emeralds
and Mozambican rubies.

Working with conservation partners
to protect Africa's wildlife and
biodiversity.

GEMFIELDS GROUP LIMITED

KAGEM EMERALD MINE PERFORMANCE

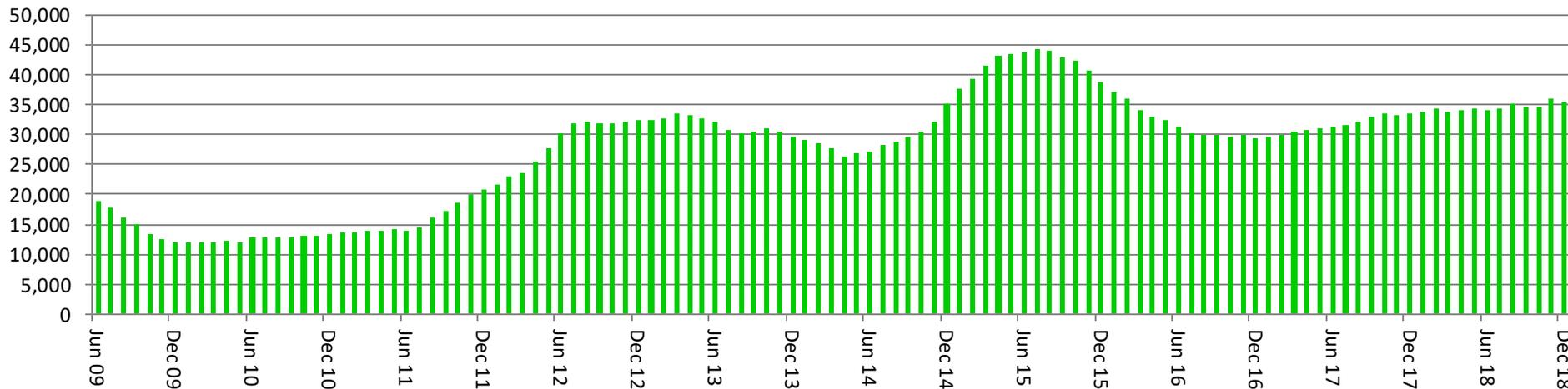
KAGEM EMERALD TOTAL AUCTION SALES (USD MILLION) CUMULATIVE REVENUE IS USD 567 MILLION



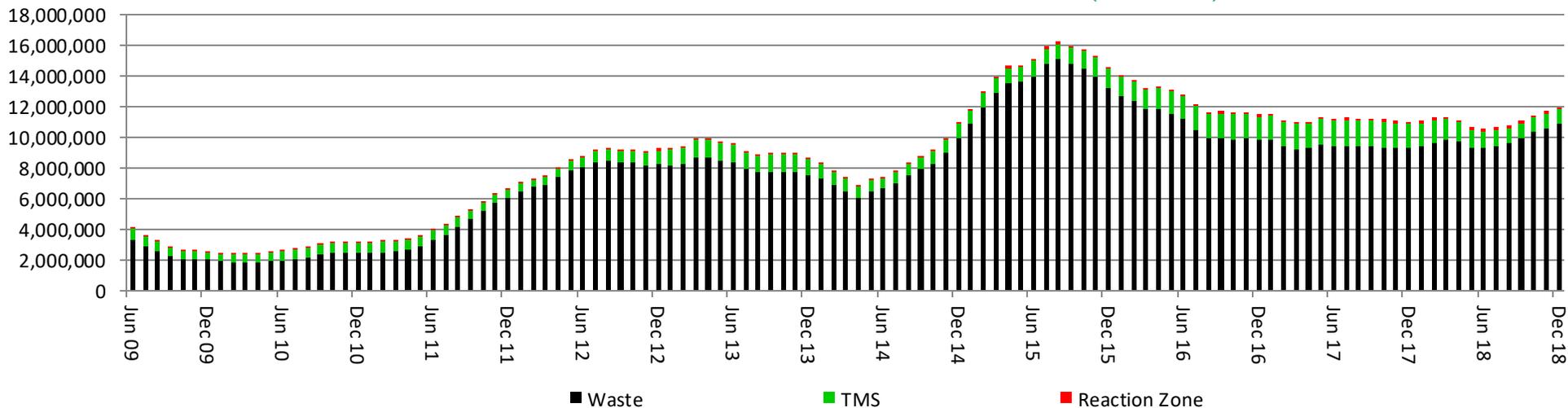
GEMFIELDS GROUP LIMITED

KAGEM EMERALD MINE PERFORMANCE

KAGEM ROLLING 12 MONTH TOTAL OPERATING COSTS (ACTUAL CASH COST BASIS) USD'000 (UNAUDITED)



ROLLING 12 MONTH KAGEM TOTAL ROCK HANDLING (TONNES)



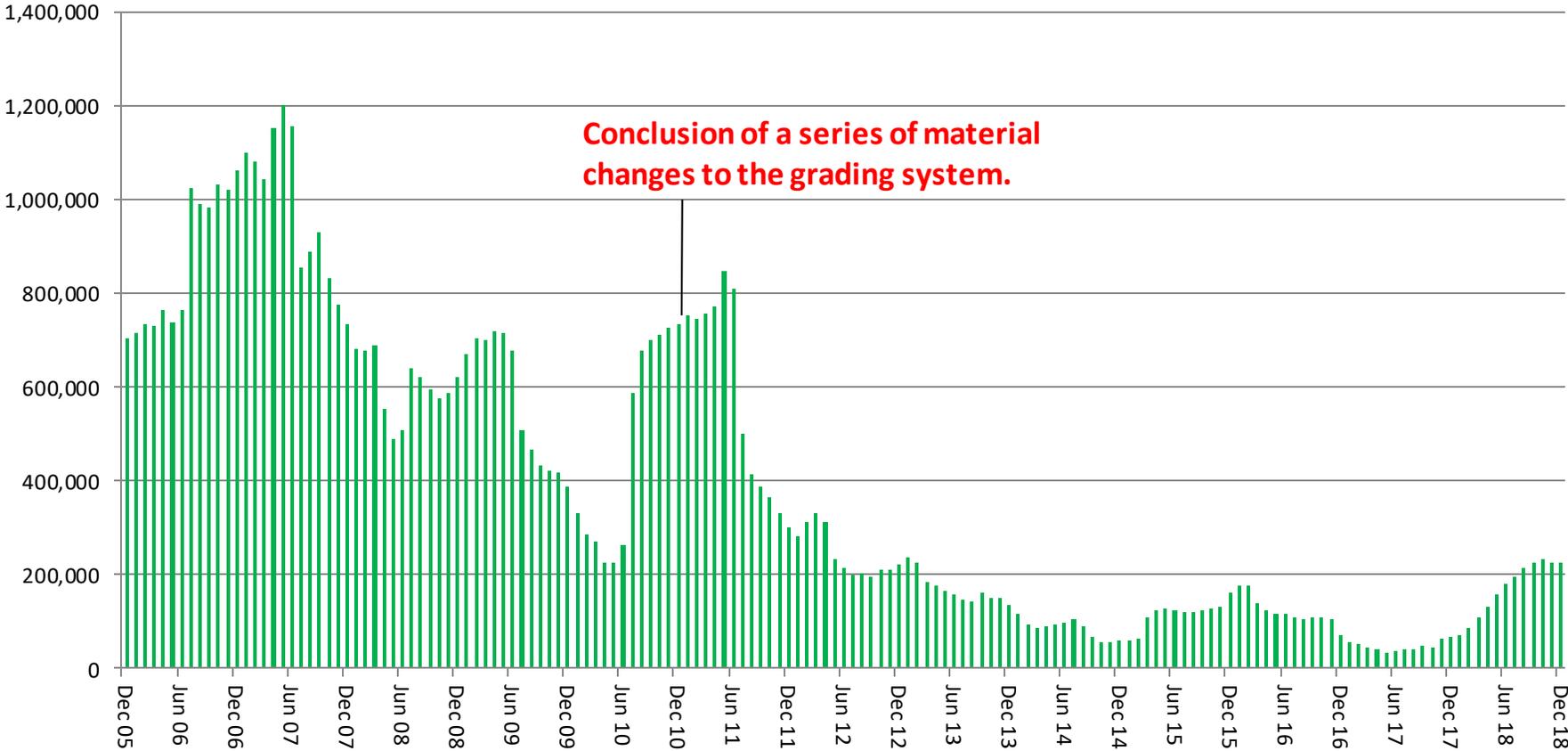
KAGEM'S CHAMA PIT: (140 meters deep)



GEMFIELDS GROUP LIMITED

KAGEM EMERALD MINE PERFORMANCE

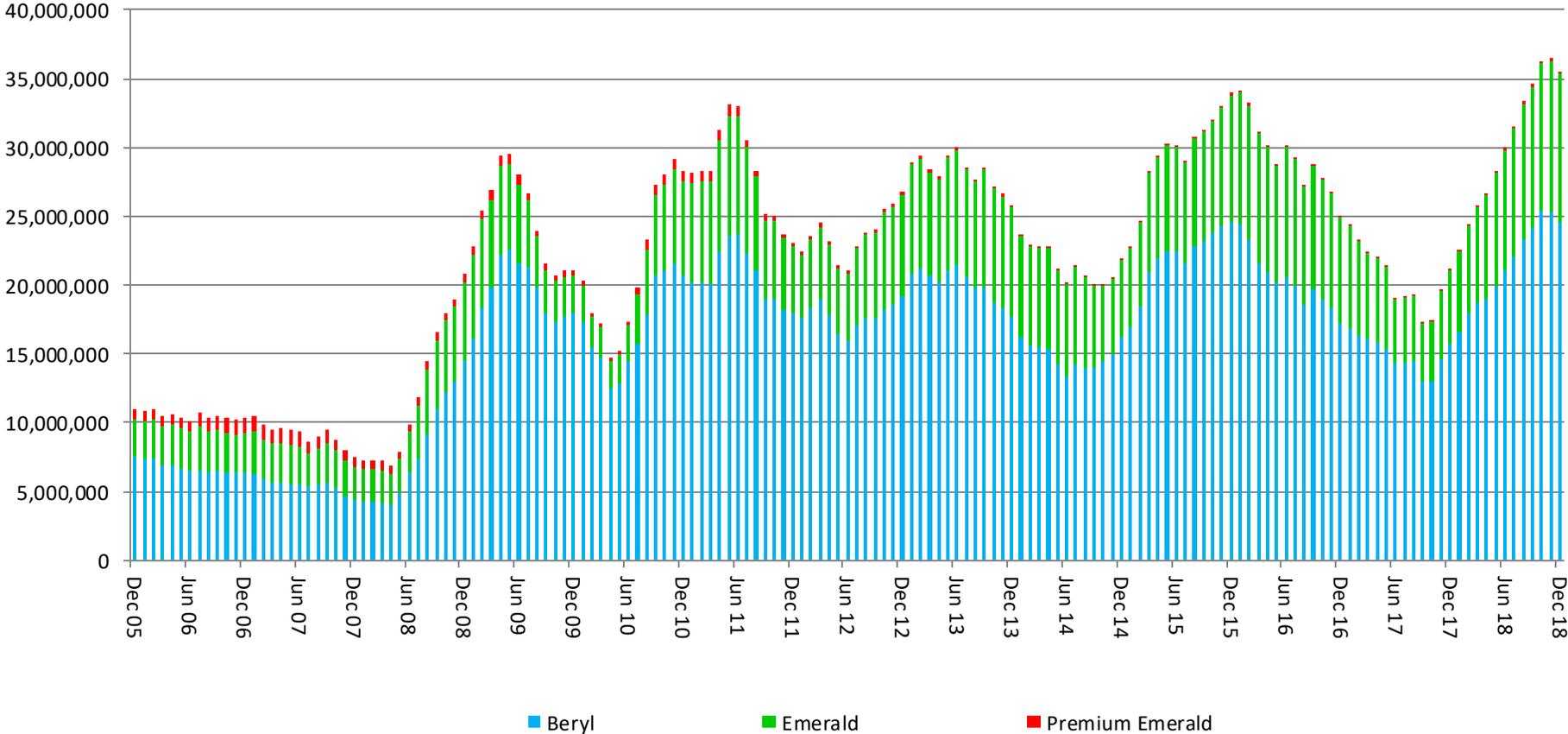
KAGEM 12 MONTH ROLLING PREMIUM EMERALD PRODUCTION (CARATS)



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KAGEM EMERALD MINE PERFORMANCE

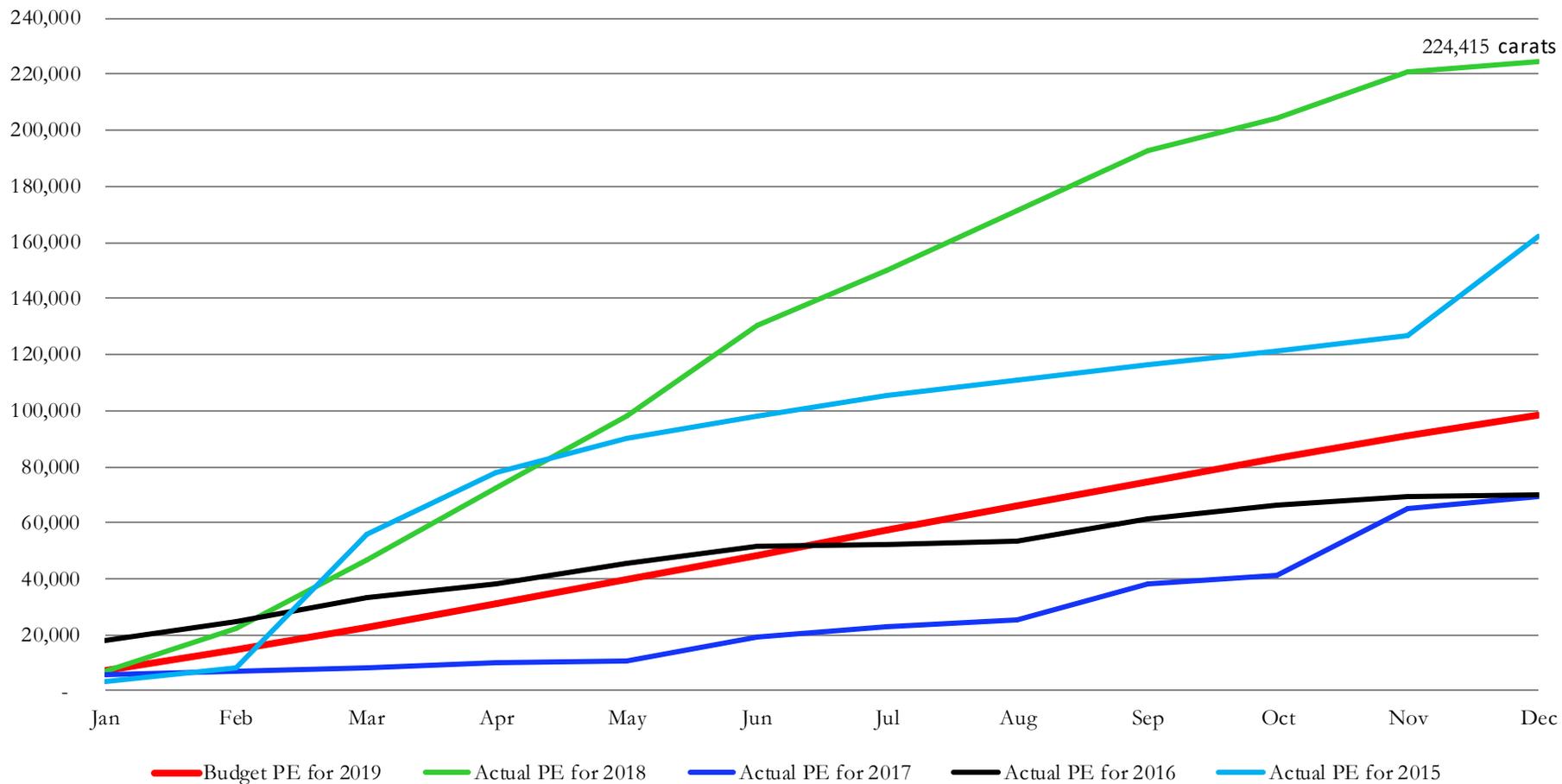
KAGEM 12 MONTH ROLLING GEMSTONE PRODUCTION – EMERALD + BERYL (CARATS)



GEMFIELDS GROUP LIMITED

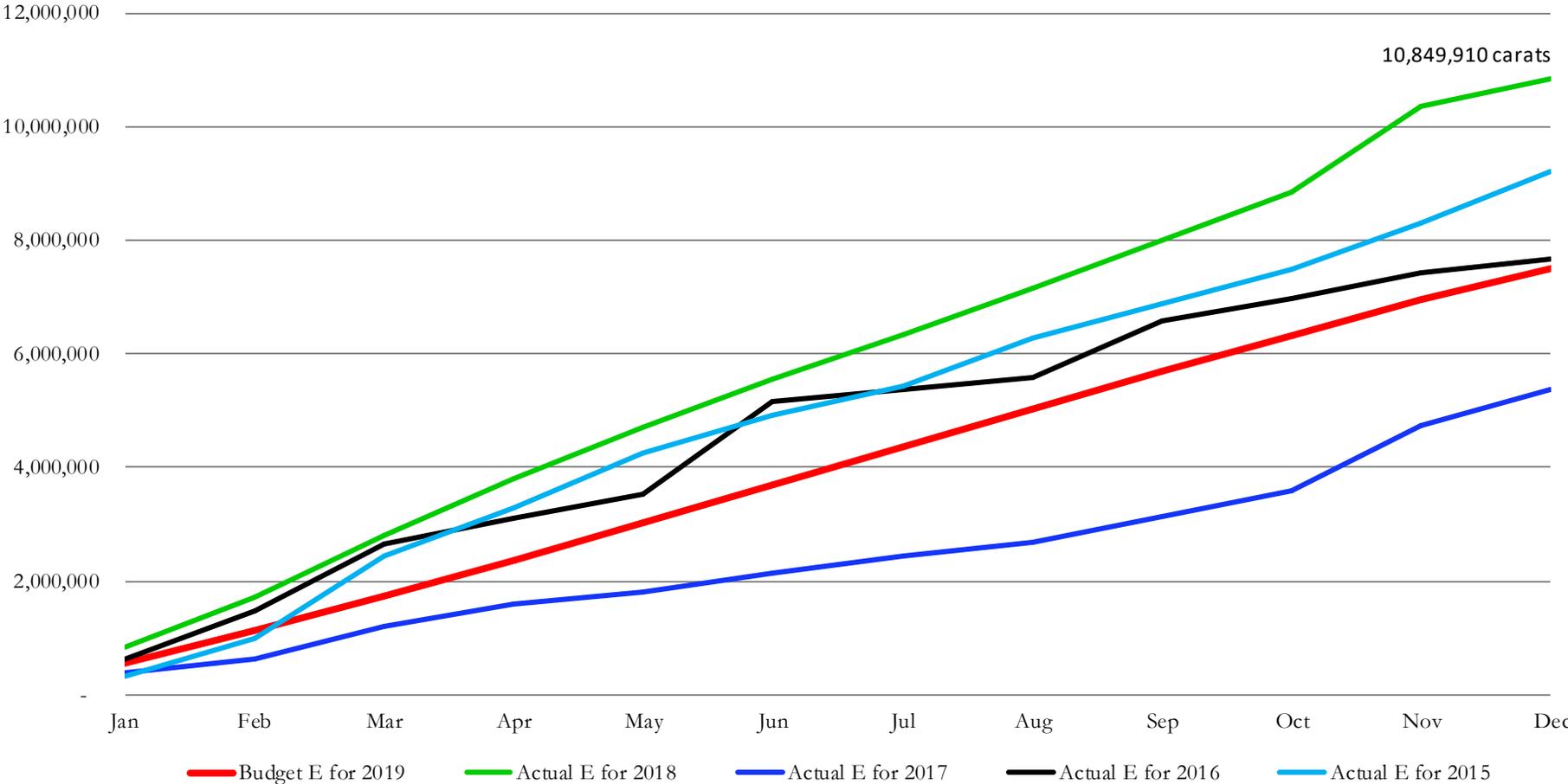
KAGEM EMERALD MINE PERFORMANCE

KAGEM CUMULATIVE PREMIUM EMERALD (PE) PRODUCTION (CARATS) BY CALENDAR YEAR



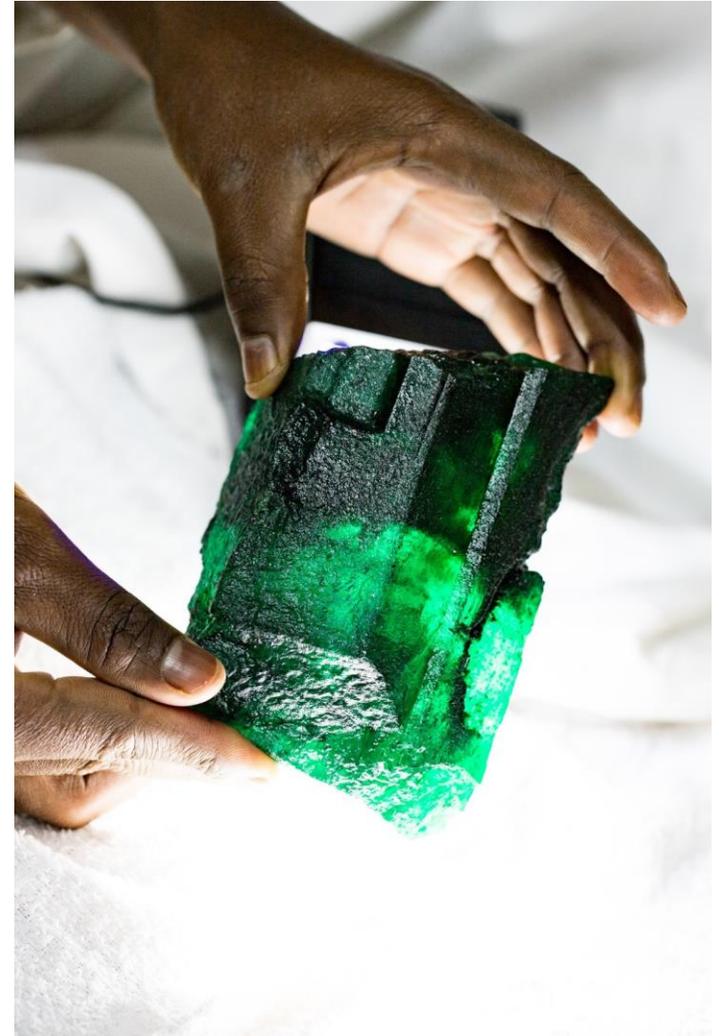
GEMFIELDS GROUP LIMITED
 KAGEM EMERALD MINE PERFORMANCE

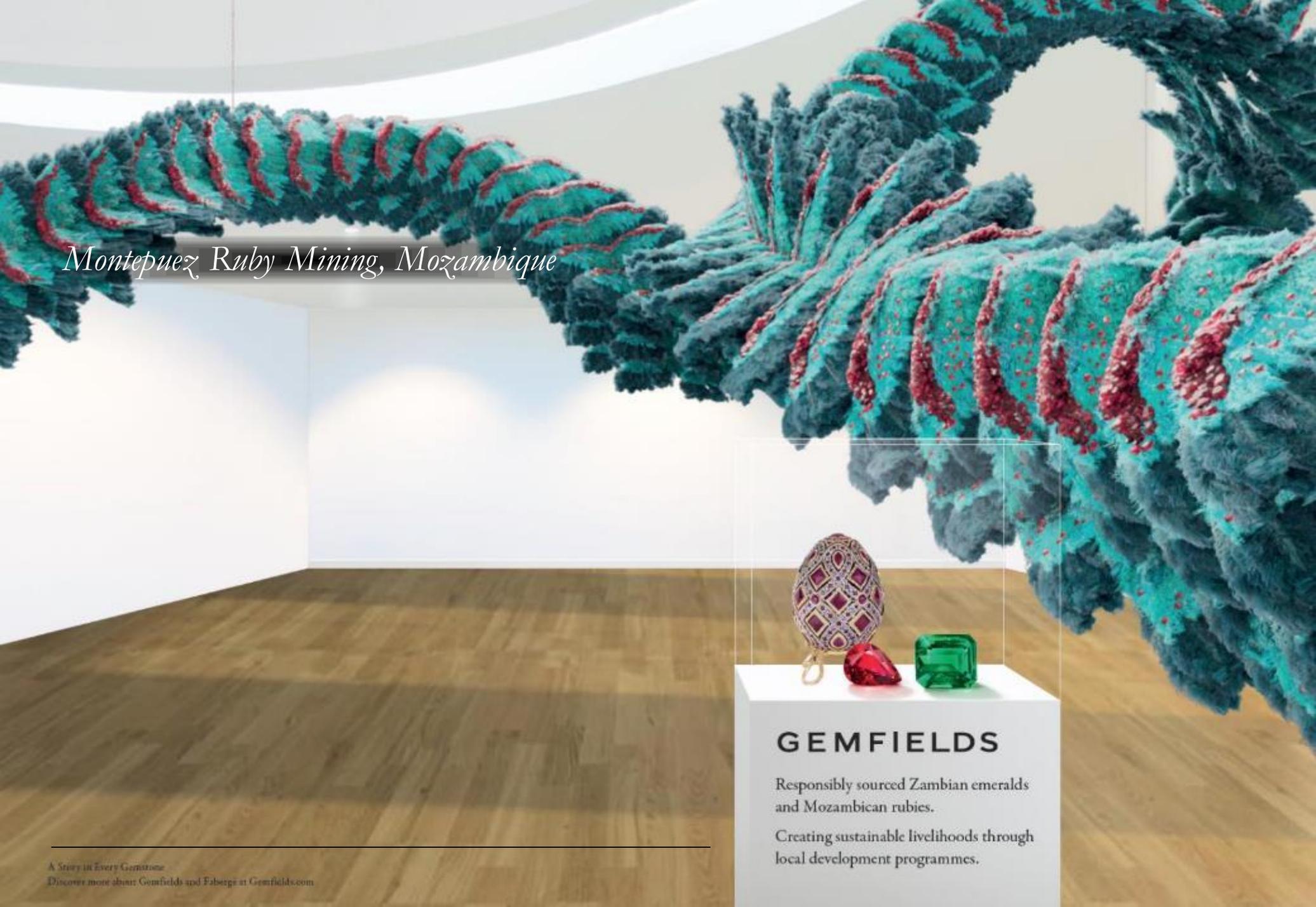
KAGEM CUMULATIVE EMERALD (E) PRODUCTION (CARATS) BY CALENDAR YEAR



THE INKALAMU EMERALD

- a. The 5,655 carat gem was successfully sold at Gemfields' emerald auction in Singapore in November 2018
- b. Named 'Inkalamu', the Lion Emerald, in honour of the work carried out by Gemfields' conservation partners the [Zambian Carnivore Programme](http://www.zambiancarnivores.org) (www.zambiancarnivores.org) and the [Niassa Carnivore Project](http://www.niassalion.org) (www.niassalion.org)
- c. Gemfields donated 10% of the Inkalamu sale proceeds (to ZCP/NCP)
- d. Inkalamu benefited from Gübelin Gem Lab's Provenance Proof technology, assuring proof of origin





Montepuez Ruby Mining, Mozambique



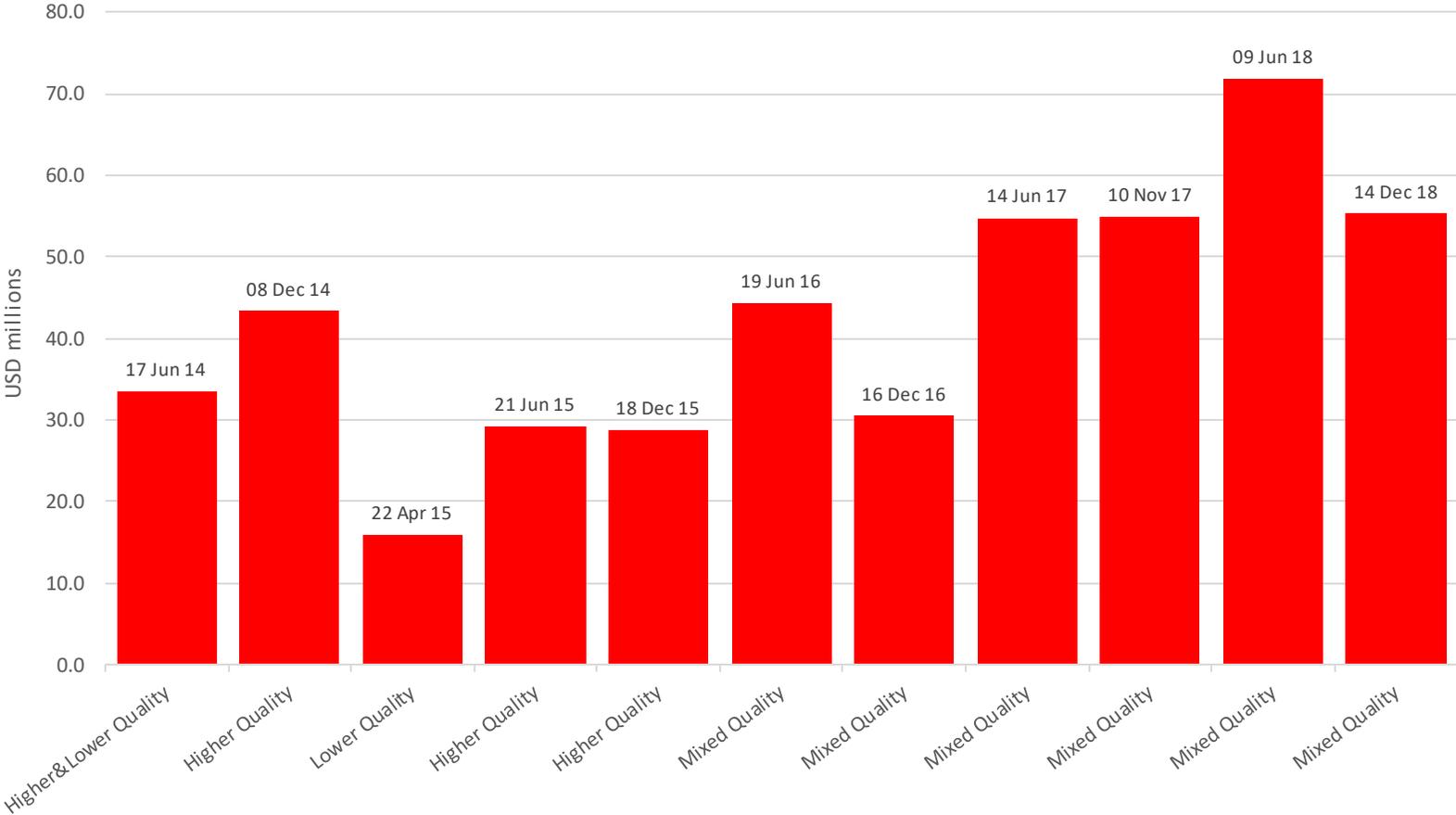
GEMFIELDS

Responsibly sourced Zambian emeralds
and Mozambican rubies.

Creating sustainable livelihoods through
local development programmes.

GEMFIELDS GROUP LIMITED
 MONTEPUEZ RUBY MINE PERFORMANCE

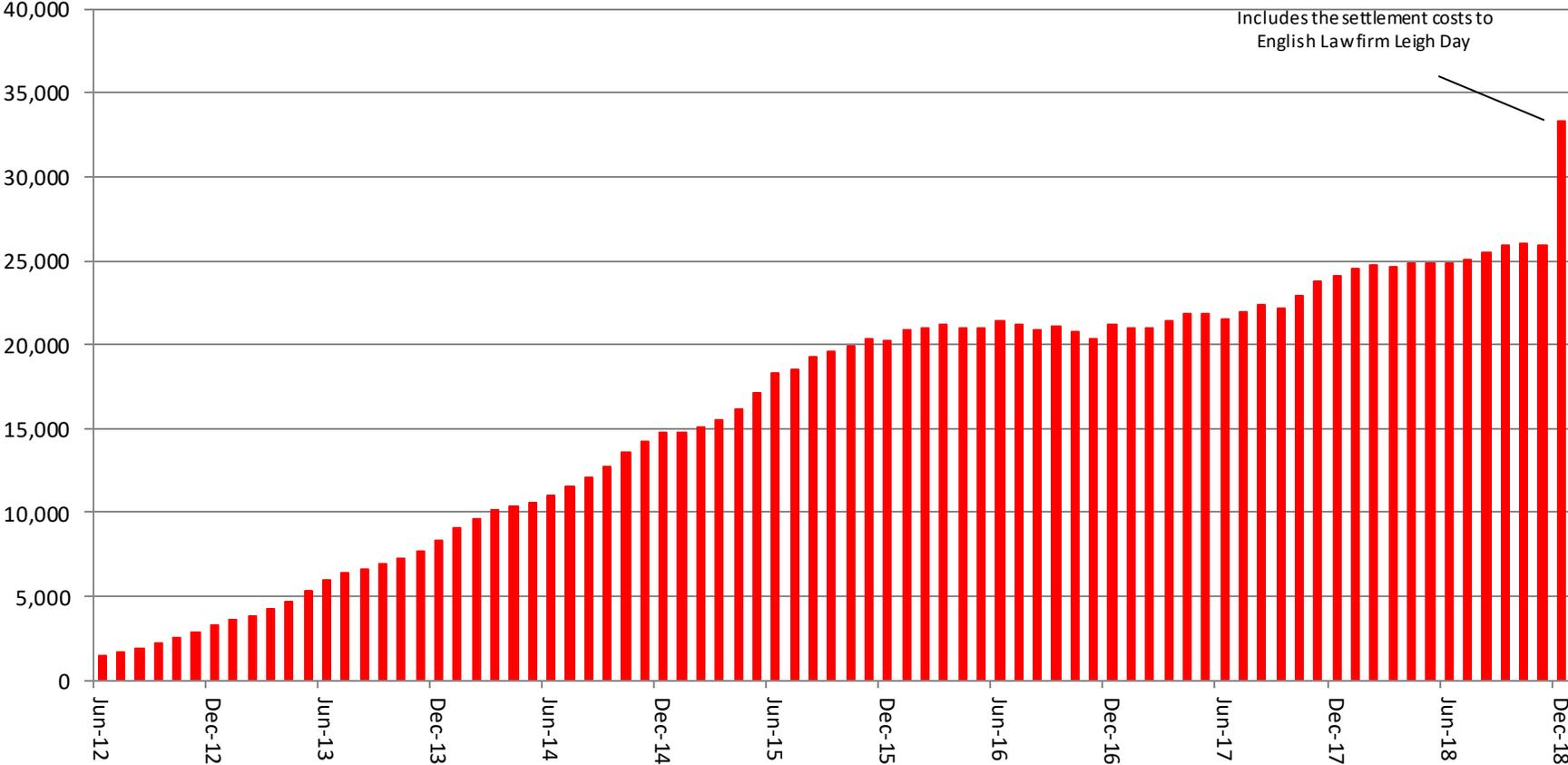
MONTEPUEZ ROUGH RUBY TOTAL AUCTION SALES (USD MILLION)
CUMULATIVE REVENUE IS USD 462 MILLION



GEMFIELDS GROUP LIMITED

MONTEPUEZ RUBY MINE PERFORMANCE

MONTEPUEZ ROLLING 12 MONTH OPERATING COSTS (ACTUAL CASH COST BASIS) USD'000 (UNAUDITED)



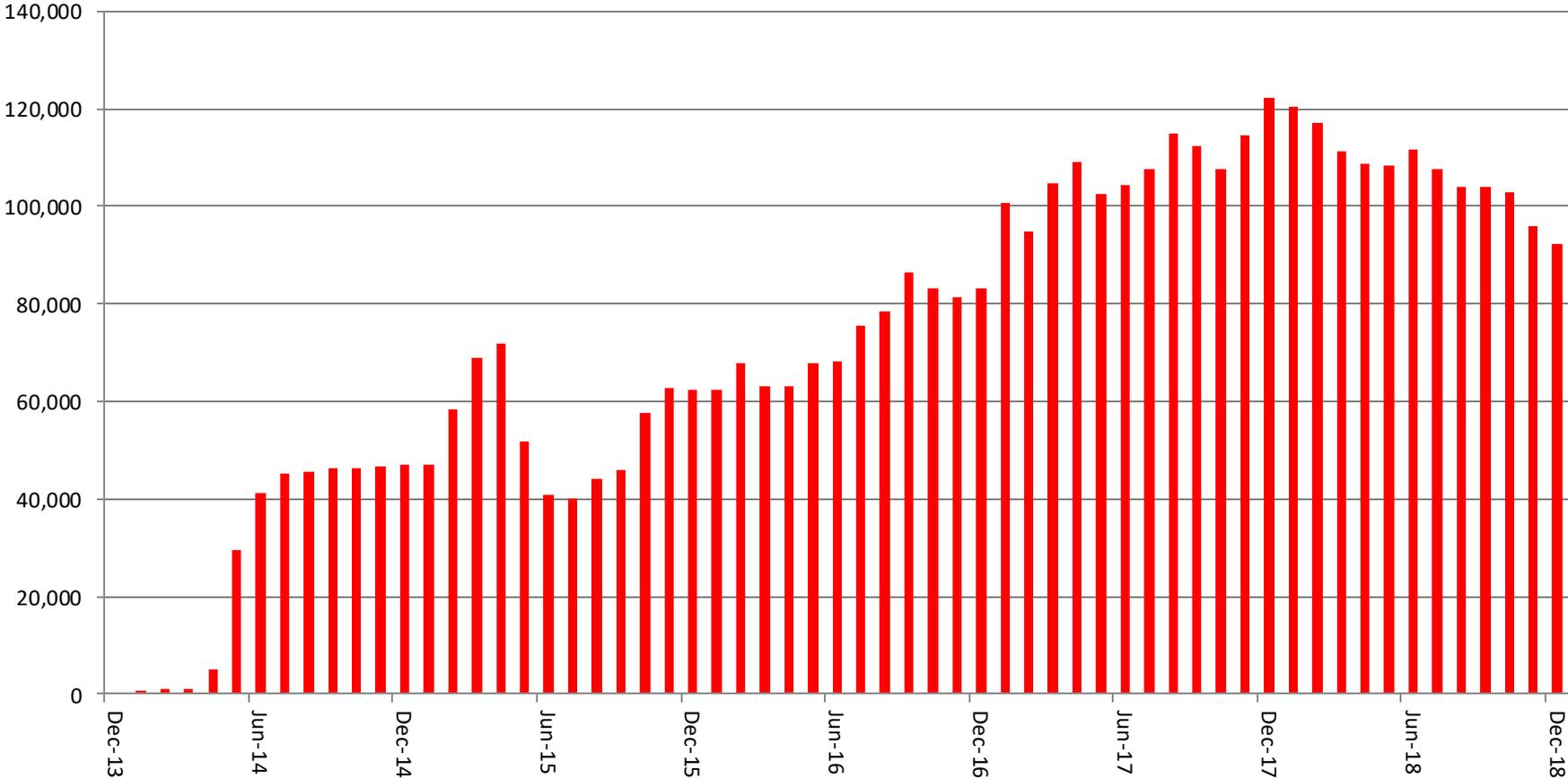
MRM MUGLOTO PITS (depth = max 12 meters)



GEMFIELDS GROUP LIMITED

MONTEPUEZ RUBY MINE PERFORMANCE

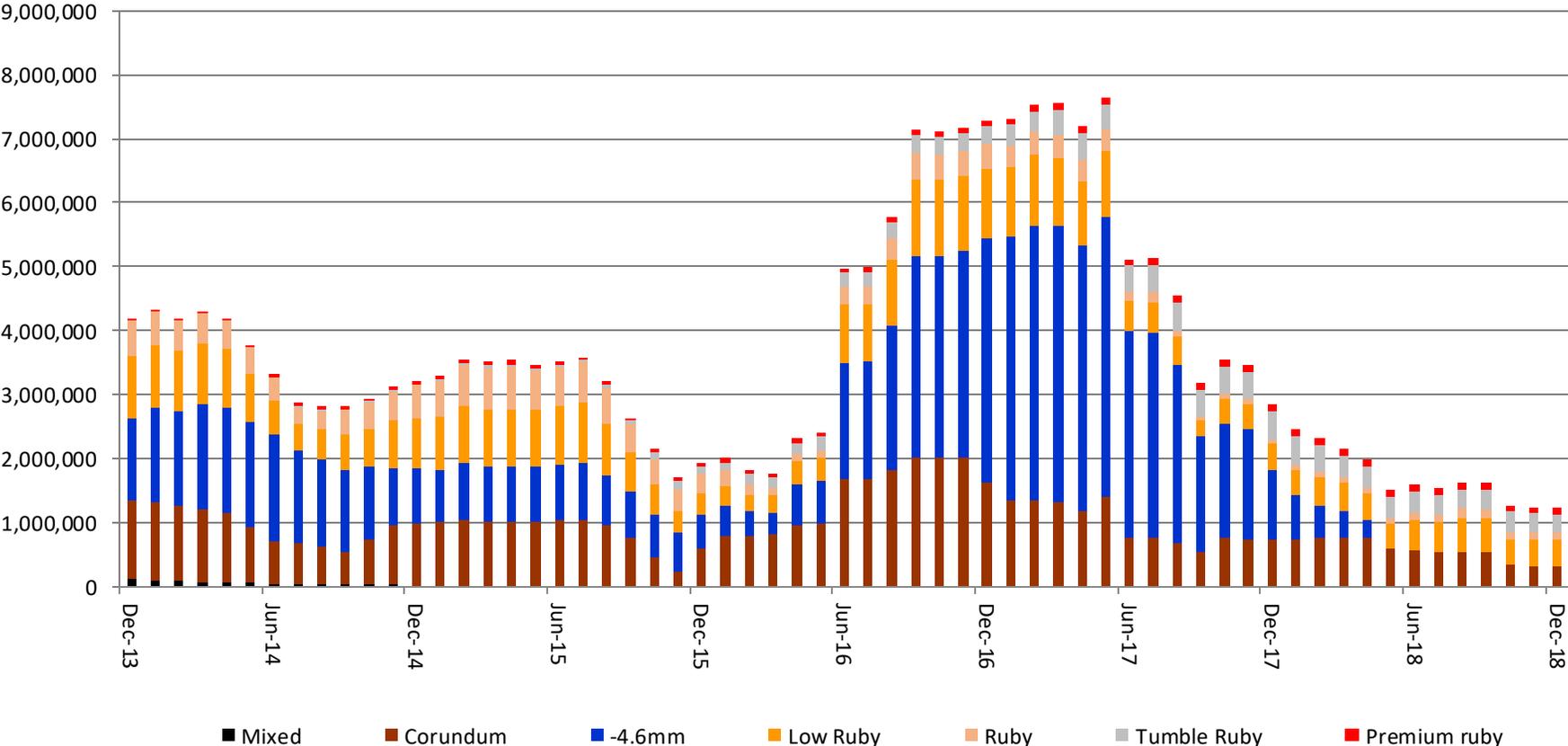
MONTEPUEZ ROLLING 12 MONTH PREMIUM RUBY PRODUCTION (CARATS)



GEMFIELDS GROUP LIMITED

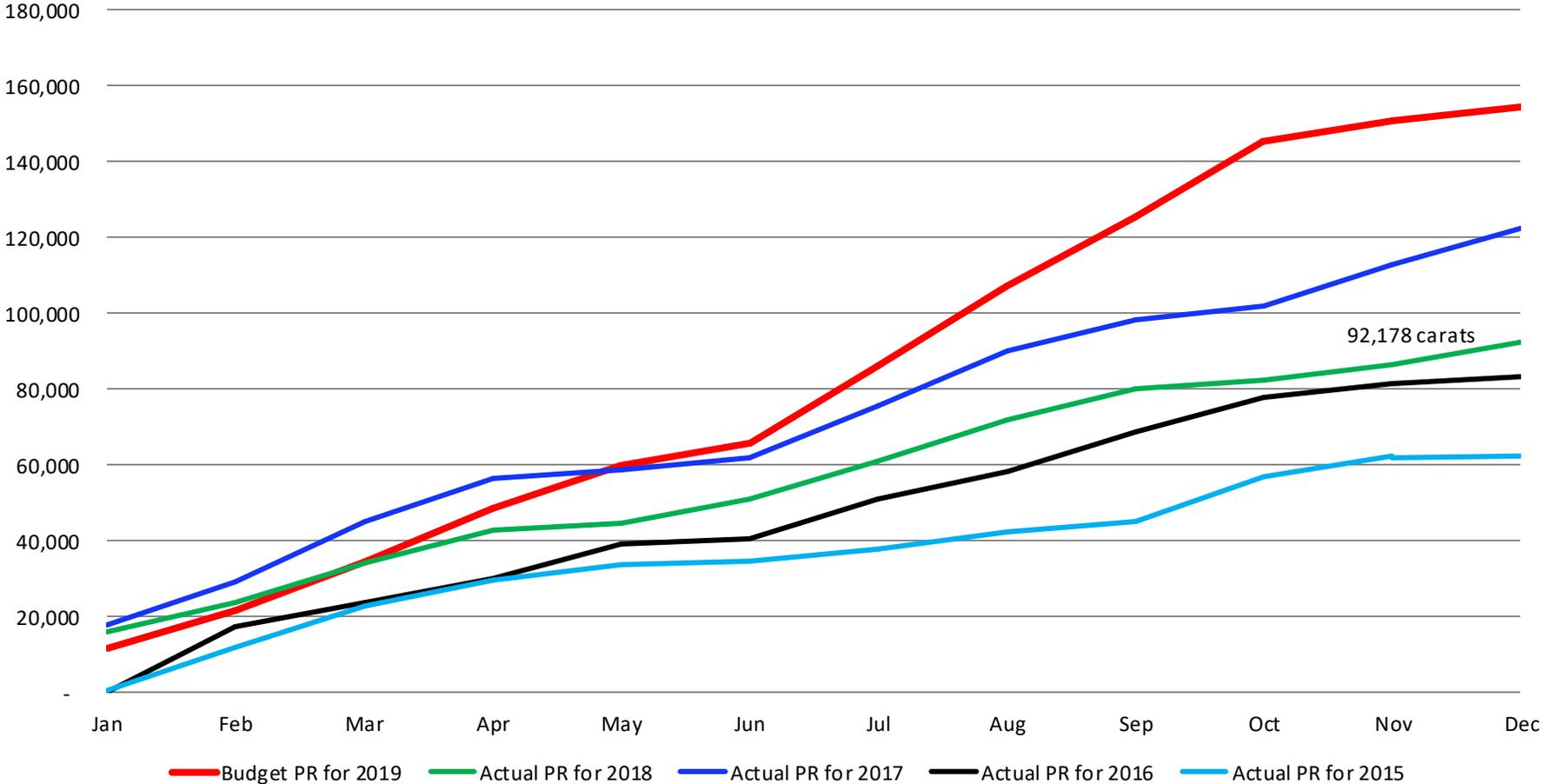
MONTEPUEZ RUBY MINE PERFORMANCE

MONTEPUEZ ROLLING 12 MONTH OVERALL GEMSTONE PRODUCTION (CARATS)
 (PRODUCTION EXCLUDES SAPPHIRE AND LOW SAPPHIRE PRODUCTION)



GEMFIELDS GROUP LIMITED
 MONTEPUEZ RUBY MINE PERFORMANCE

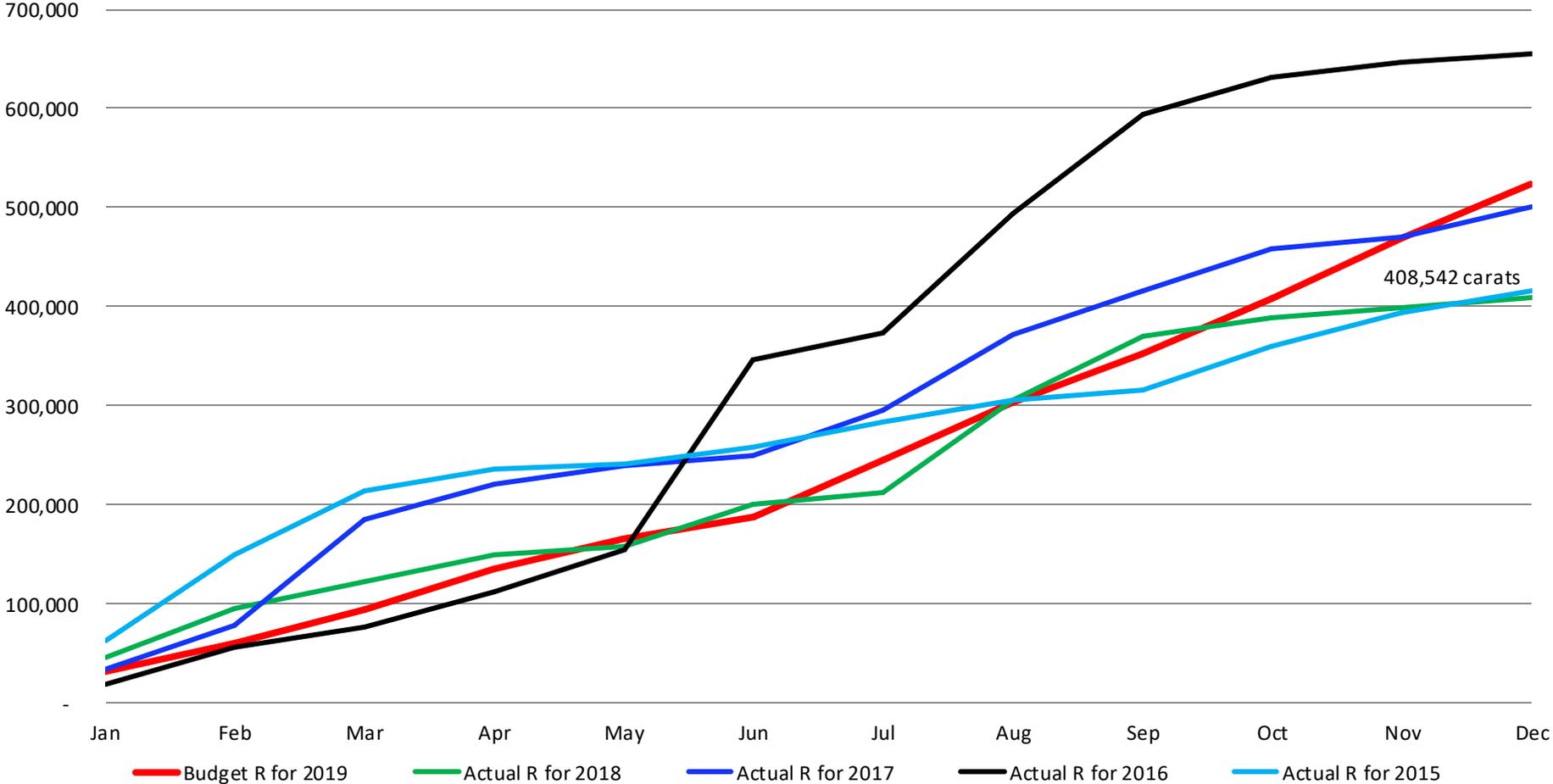
MRM CUMULATIVE PREMIUM RUBY (PR) PRODUCTION (CARATS) BY CALENDAR YEAR



GEMFIELDS GROUP LIMITED

MONTEPUEZ RUBY MINE PERFORMANCE

MRM CUMULATIVE RUBY (R) PRODUCTION (CARATS) BY CALENDAR YEAR



NEW MRM SORT HOUSE

- Gemfields unveiled its USD 15 million state-of-the-art, industry leading sort house in February 2019.
- The first of its kind in the coloured gemstone industry.
- On a par with the best diamond facilities in the world.
- Expected to allow MRM to consistently deliver a greater volume and spectrum of rubies to the global market.
- UV-sorters working as planned.

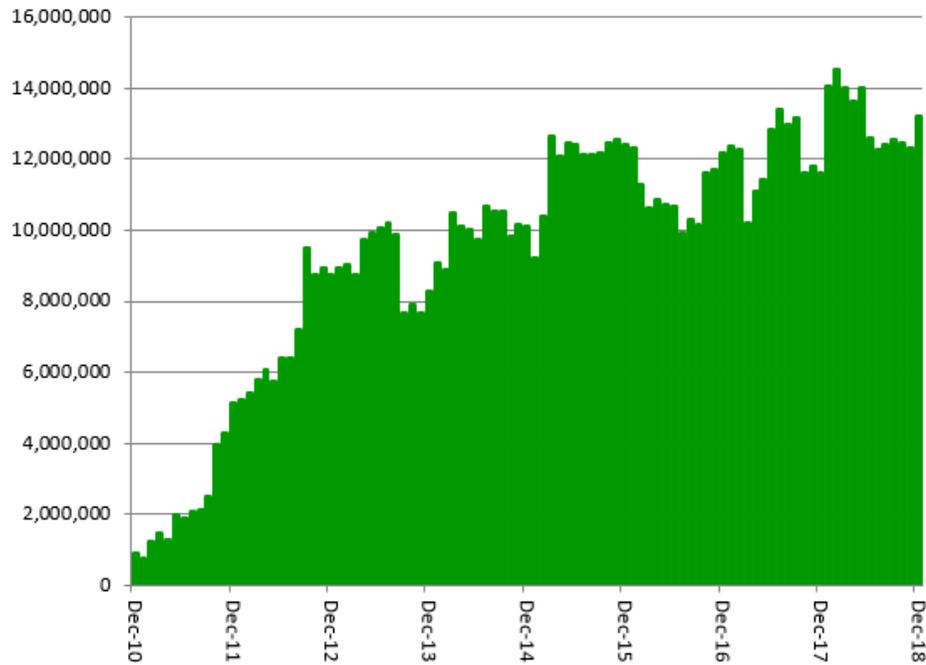


Fabergé Update

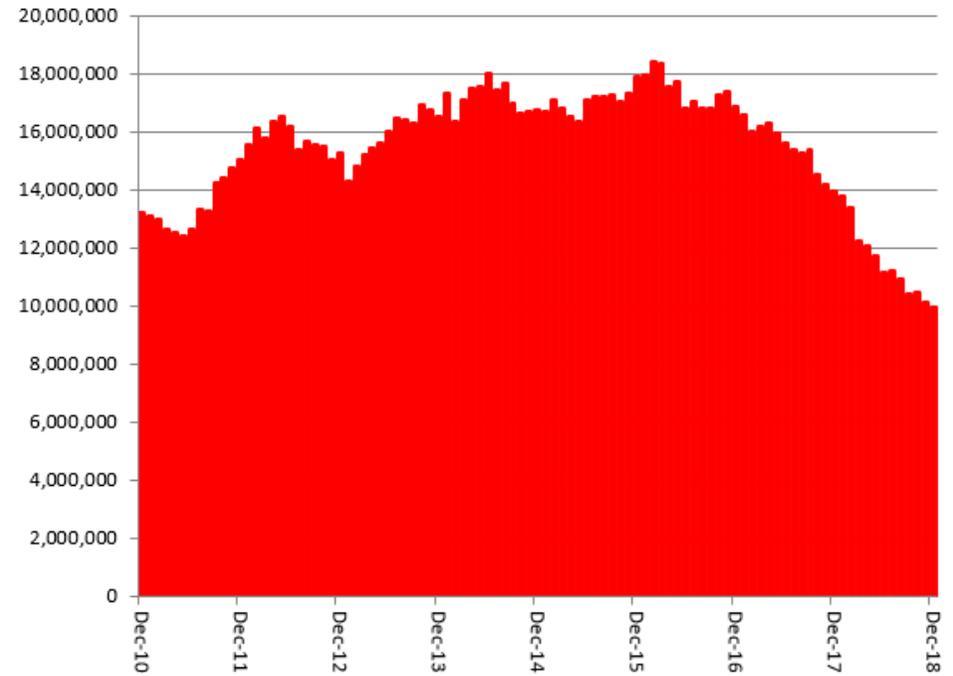


GEMFIELDS GROUP LIMITED FABERGÉ PERFORMANCE

**12 MONTH ROLLING SALES ORDERED AGREED
(USD, POST ANY DISCOUNTS, ALL CHANNELS)**



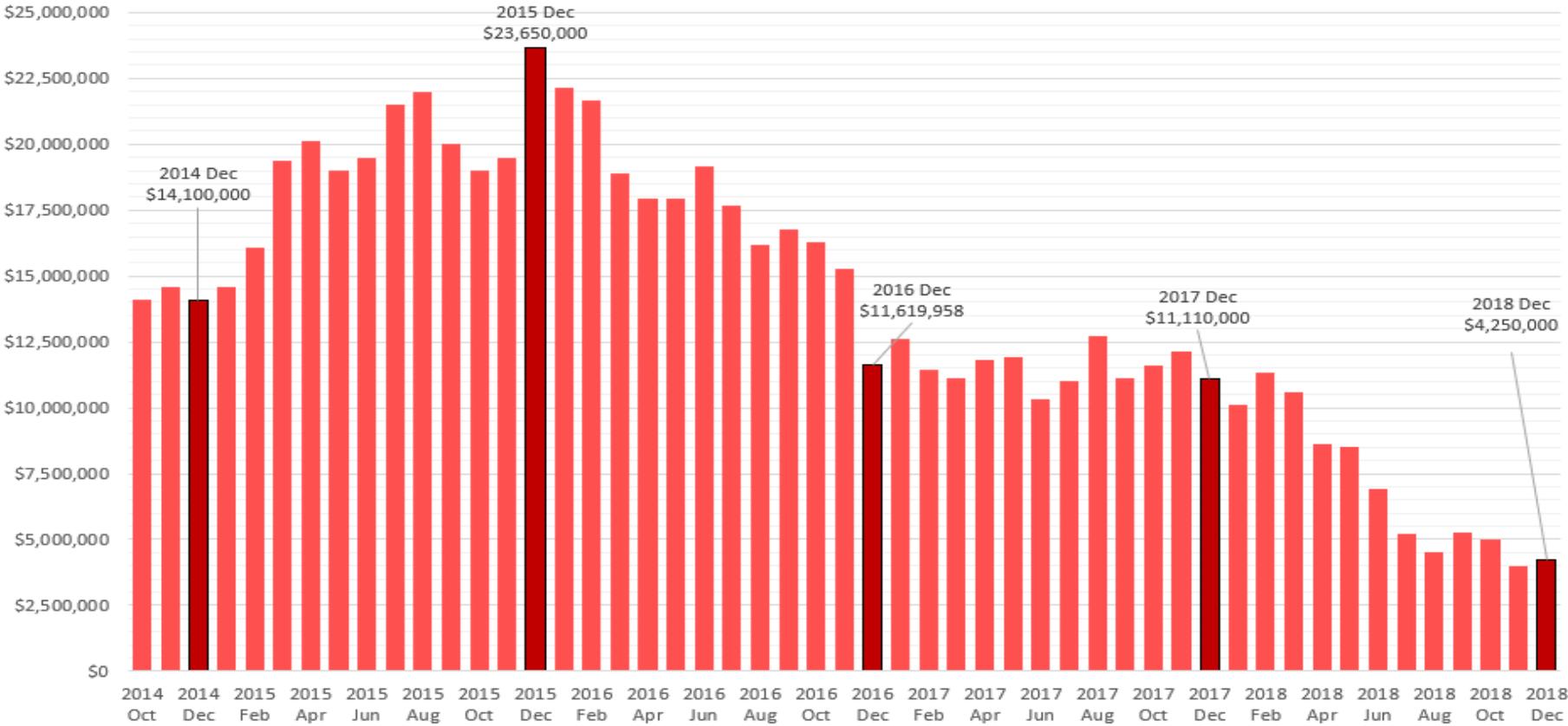
**12 MONTH ROLLING OPERATING COSTS
(USD)**



GEMFIELDS GROUP LIMITED

FABERGÉ PERFORMANCE

ROLLING 12 MONTH FUNDING REQUIRED BY FABERGÉ (USD)



CORPORATE UPDATES



GEMFIELDS GROUP LIMITED

A UK LISTING FOR GEMFIELDS GROUP LTD

- Gemfields Group Limited (“GGL”) is listed on both the Johannesburg (JSE) and Bermudan (BSX) stock exchanges.
- JSE ticker ‘GML’ / BSX ticker ‘GML.BH’
- Trading occurs on the JSE listing due to the lack of liquidity on the BSX. Approx. 70% of GGL’s shares in issue are held on the JSE listing and 30% on the BSX listing.
- Gemfields Ltd (previously Gemfields plc) was historically listed on AIM in the United Kingdom.
- All Gemfields Ltd shareholders were given their GGL (previously PRL) shares on GGL’s Bermudan register due to the CREST compatibility of the two listings.
- A return to AIM or a Main Board London Listing is expected to provide shareholders with the option of UK listed stock and greater liquidity.
- GGL would continue its listing in South Africa for the foreseeable future and run the two listings simultaneously.
- At this stage GGL does not intend on raising additional capital.



Advantages and Challenges of a Secondary Listing

Advantages

- Increased access to a larger pool of international investors (institutional and retail).
- Should increase the liquidity of the stock.
- Greater access to capital in the UK and Europe if there becomes a requirement for additional capital.
- To assist pre-existing Gemfields shareholders who held AIM listed stock.
- Increased public profile for GGL and increase opportunities for mergers and acquisitions in the future.

Challenges

- Increased regulation across the two listings and associated liability.
- Increased costs associated with the initial listing and ongoing costs listings costs.
- Dual time zones provide increased challenges with cross market releases.
- Time commitment of senior management to manage two international listings.
- The requirement for additional advisors and professionals.

BOARD REMUNERATION

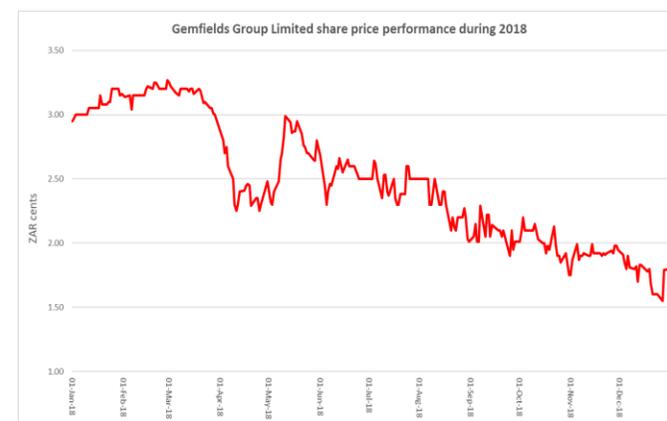
EXECUTIVE REMUNERATION HAS REDUCED BY APPROX. 70% SINCE JUNE 2017

PREVIOUS EXECUTIVE DIRECTORS' REMUNERATION - APPROVED JUNE 2017							
		Share price <10%	Share price 10%-15%	Share price 15%-20%	Share price 20%-25%	Share price >25%	Total Max remuneration
	Salary	No Bonus	25%	50%	75%	100%	
Position	USD'000	USD'000	USD'000	USD'000	USD'000	USD'000	USD'000
Chairman	600	-	150	300	450	600	1,200
CE	600	-	150	300	450	600	1,200
FD	600	-	150	300	450	600	1,200
CIO	600	-	150	300	450	600	1,200
COO	600	-	150	300	450	600	1,200
	3,000	-	750	1,500	2,250	3,000	6,000

PREVIOUS EXECUTIVE DIRECTORS' REMUNERATION - AMENDED (AFTER RESIGNATIONS AND PARTIAL SALARY FORFEITS)							
	Salary	No Bonus	25%	50%	75%	100%	
Position	USD'000	USD'000	USD'000	USD'000	USD'000	USD'000	USD'000
FD	345	-	86	173	259	345	690
CE	600	-	150	300	450	600	1,200
CIO	465	-	116	233	349	465	930
	1,800	-	353	705	1,058	1,410	2,820

CURRENT EXECUTIVE DIRECTORS' REMUNERATION							
	Salary	No Bonus	25%	50%	75%	100%	
Position	USD'000	USD'000	USD'000	USD'000	USD'000	USD'000	USD'000
CFO	337	-	84	169	253	337	674
CEO	575	-	144	288	431	575	1,150
	912	-	228	456	684	912	1,824

- Remuneration Policy voted down at the 2018 AGM (29% of votes cast against).
- Directors' remuneration has reduced by approx. 70% from those numbers approved by shareholder in June 2017.
- Directors' bonuses based on the 30 day adjusted VWAP of GGL's share price each year compared to that of the previous year.
- No bonuses were rewarded to Executives during 2018 due to the performance of GGL's share price throughout 2018.



Note - Adjusted share price is the sum of two figures; the Volume Weighted Average Price ("VWAP") as determined over the last 30 trading days of the calendar year, and the aggregate dividends / distributions per ordinary share declared during the calendar year (the "Adjusted Share Price"). The Adjusted Share Price must have increased by 10% or more compared to the Adjusted Share Price for the previous calendar year before an annual bonus for Executive Directors becomes payable.

GEMFIELDS GROUP LIMITED

COMPARISON TO DIVERSIFIED MINERS – KEY METRICS

Diversified Miners	Headquarters	FCF Yield	Dividend Yield	P/E Ratio	EBITDA Margin
BHP Billiton	Melbourne, Australia	17%	4%	13	51%
Rio Tinto	Melbourne, Australia	12%	4%	13	42%
Glencore	Baar, Switzerland	13%	5%	9	6%
Anglo American	London, UK	10%	4%	10	29%
Ma'aden	Riyadh, Saudi Arabia	6%	n/a	32	52%
South 32	Perth, Australia	10%	4%	9	27%
Tech Resources	Vancouver, Canada	11%	1%	9	43%
NMDC	Hyderabad, India	6%	4%	8	50%
Vedanta	Panaji, India	18%	5%	10	22%
Average		11%	4%	13	36%
For Diversified Miners – figures (including share price information) taken from Bloomberg and other sources as at February 2019.					
Gemfields Group Limited ¹	London, UK	16%	n/a	9%	29%

Gemfields Group Limited figures taken from 2018 Annual Results and the share price information is as at 22 March 2019.

¹ Based on Normalised figures – Free Cash Flows of USD26.9 million before working capital movements. Normalised Earnings of USD18 million excludes impairments, exceptional legal claims and fair value movements in Jupiter and Sedibelo.

-
- Gemfields Group Limited (“GGL”) has engaged with Edison Investment Research (“Edison”) to provide an Independent Research Valuation Report on GGL.
 - Edison will provide a detailed analysis of GGL, its strategy, markets, competitive environment and risk and opportunities.
 - Edison will provide an independent third part view of the group via its expert analysts in the mining field. .
 - Edison’s global distribution will ensure that the increased awareness and understanding of the Group is available to stakeholders worldwide.
 - Report expected early Q2 2019.

Benefits:

- An increased understanding of Gemfields in the investment community.
- Increased analyst coverage will normally increase stock trading activity (liquidity).
- New investors will have a comprehensive report each year to understand the basics of the Group, it’s business model and medium-term strategic drivers – from an independent view.
- Will provide feedback to Gemfields’ IR to identify targets of interest and support for the benefit of shareholders.



CSR UPDATES



GEMFIELDS

Responsibly sourced Zambian emeralds
and Mozambican rubies.

Providing dependable healthcare to
remote communities.

MRM SCHOOLS AND MOBILE CLINIC PROGRAM

TWO MOBILE CLINICS PRESENTLY IN OPERATION, ALMOST 40,000 PATIENT SESSIONS COMPLETED



DOING MORE FOR CONSERVATION COMMUNITIES



Precious stones for pachyderms

Gemfields' ANNA HEBER talks to SHANNA MARIA VERGHSE about a charity auction featuring jewellery inspired by the elephant. The money is to save the animal's habitat

A round here July last year, British conservationist Mark Shand's NGO, the Elephant Parade, kindly suggested a public art display in London. It featured several life-size sculptures of elephants in European plazas in various locations around London streets and suburbs.

The World Land Trust, a wildlife conservation charity, has been involved in several similar projects over two decades. It provided two elephants for the event and approached gemstone producer Gemfields to decorate them. Gemfields provided 600 carat Zambian emeralds for the purpose.

The event prompted Gemfields to initiate a charity fundraiser titled Emeralds for Elephants to raise money for conservation of the Asian elephant Gemfields global marketing director, Anna Heber explained, they had commissioned about ten jewellery designers, including English, Turkish, Irish and Australian to create unique pieces using Zambian emeralds.

"Highly creative jewellers, incorporating elephant designs, flora and fauna relating to the elephants were put for auction by Sotheby's. The sale also included the most recent Zambian emeralds made for the Elephant Parade. The lot was sold for £700,000."

A portion of the money was contributed for the preservation of elephant habitat in India through the agency of the World Land Trust and Wildlife Trust of India.

This October, the Emeralds for Elephants project will hold a similar auction in India. "Since its inception in India, the project has inspired designers to create unique pieces with an emerald in the centre."

It will feature some exquisite emerald, gold and diamond encrusted pieces made by ten Indian designers. These include Chennai's well-known brand Vennu's Bagan Jewellers, and Talvar's based in Chennai.

Also contributing to the elephant corridor preservation through designs are Bangalore's Narayan Jewellers, Delhi's Khanna Jewellers and New Delhi's Anshu Jewellers.

Anna Heber, who used to contribute to the World Land Trust in her personal capacity, remarked that "the London show featured designs like a gemstone encrusted ring with an emerald in the centre."

Adding, "The elephant inspired more of the pieces displayed."

The jewellery includes rings, bangles, brooches and pendants. And some of them come with sets. They have all used Gemfields' Zambian diamonds, which are mined under the ethical codes of the diamond trade since they "come directly from the mines". And it seems they also follow the parameters set by free trade and safety regulations.

"We were informed proceeds from the forthcoming auction, to be held by Sotheby's, mainly target the elephant corridors in Kerala and Karnataka. Elephant habitat in these zones has shrunk over the years."



EMERALD ELEPHANTS

see reflection of poverty which has been inspired by elephants.

GEMS FOR A GIANT

An exhibition and auction of specially designed jewellery seek to raise funds to protect the Asian elephant in its main home, India

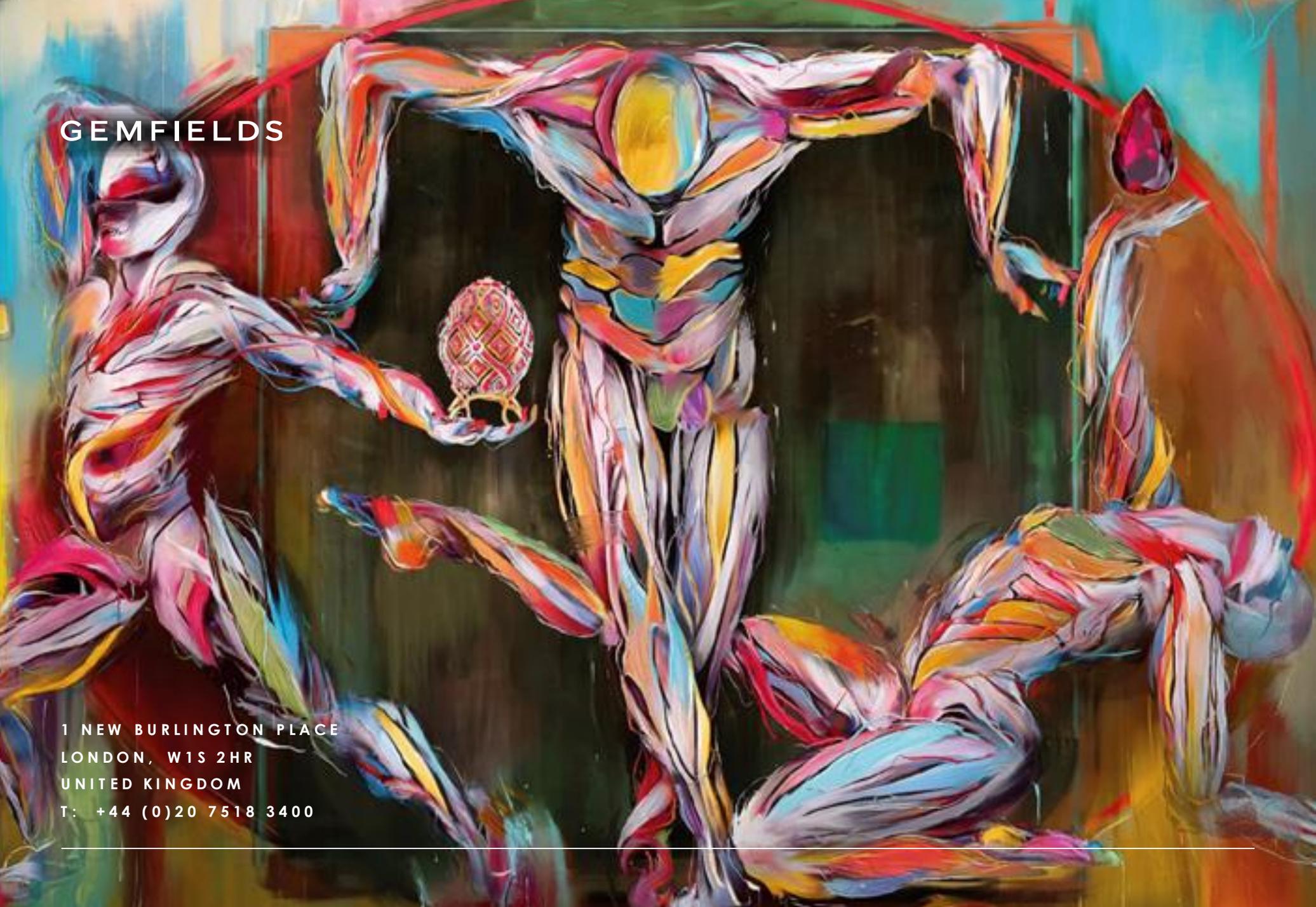
DO TO SAVE

When you see the price of Gemfields for Elephant jewelry (over £100,000), you can see the value of the Asian elephant in its main home, India.

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