RENAISSANCE JEWELLERY LTD.

**Ref. No.: RJL/S&L/2018/114**

**August 20, 2018**

| | |
|---|---|
| **Bombay Stock Exchange Limited**<br>Listing Department<br>Phiroze Jeejeebhoy Towers<br>Dalal Street, Fort,<br>Mumbai – 400 001 | **National Stock Exchange of India Ltd.**<br>Exchange Plaza, Plot no. C/1,<br>G Block, Bandra Kurla Complex,<br>Bandra (East),<br>Mumbai - 400 051 |

**Sub.: Details & Rationale for Acquisition of Jay Gems Inc.**

Dear Sir

With reference to our earlier disclosures regarding the acquisition of US based Jay Gems by Company's wholly-owned subsidiary in USA Renaissance Jewelry New York (RJNY), we are enclosing herewith the presentation on "Details & Rationale for Acquisition of Jay Gems Inc." for the purpose of updating our investors.

We request you to upload the same under the appropriate section of your website.

Thanking you,

Yours faithfully,
For **Renaissance Jewellery Ltd.**

**G. M. Walavalkar**
**G. M. – Legal & Company Secretary**

**Encl.:** As Above

# RENAISSANCE JEWELLERY LTD.

**TODAY | TOMORROW | FOREVER**

DETAILS & RATIONALE FOR ACQUISITION OF JAY GEMS INC

AUGUST - 2018

# Contents


01 About Jay Gems INC

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01

# About Jay Gems Inc

# About Jay Gems Inc

- Jay Gems has been in existence for 25 years
- Focused on Diamond Jewellery Product
- Revenue (FY 2017) - $ 79.54 Million

- Has a licensing agreement with Enchanted by Disney Fine Jewelry
- Sales to Enchanted by Disney Fine Jewelry account for about 50% of Jay Gems revenue

- Renaissance Jewelry New York Inc.(RJNY) a wholly owned subsidiary of RJL has acquired Jay Gems, Inc. in August, 2018

02

# About Disney

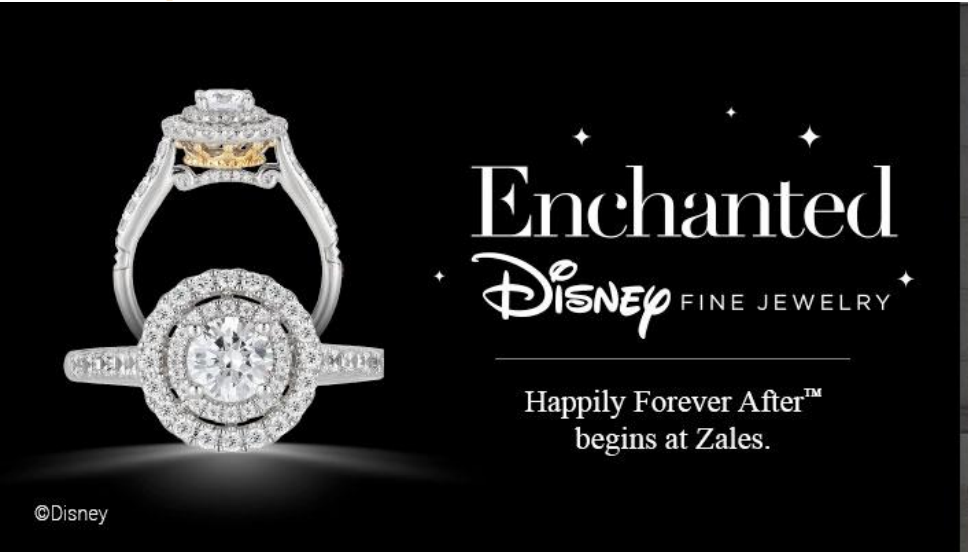
One of the world's best loved brands, now making jewelry dreams come true.

Thousand of brides and grooms already add romance to their engagement and wedding with the magic of the Disney brand

Biggest licensing company in the world $ 55.1 billion in global sales in 2017
Disney Princess is now $3 billion globally

# About Disney

50,000 Couples have exchanged vows at Disney Weddings
5,000 weddings Annually
Number one domestic honeymoon destination
Top proposal and engagement destination



# About Disney

According to a study by The Knot/XO Group, one in four brides want something from Disney to be part of their wedding day, no matter where the wedding takes place.

11.8 million Instagram followers

100,000,000+ Facebook fans

5.28 million Twitter followers

3,000,000+ Youtube subscribers

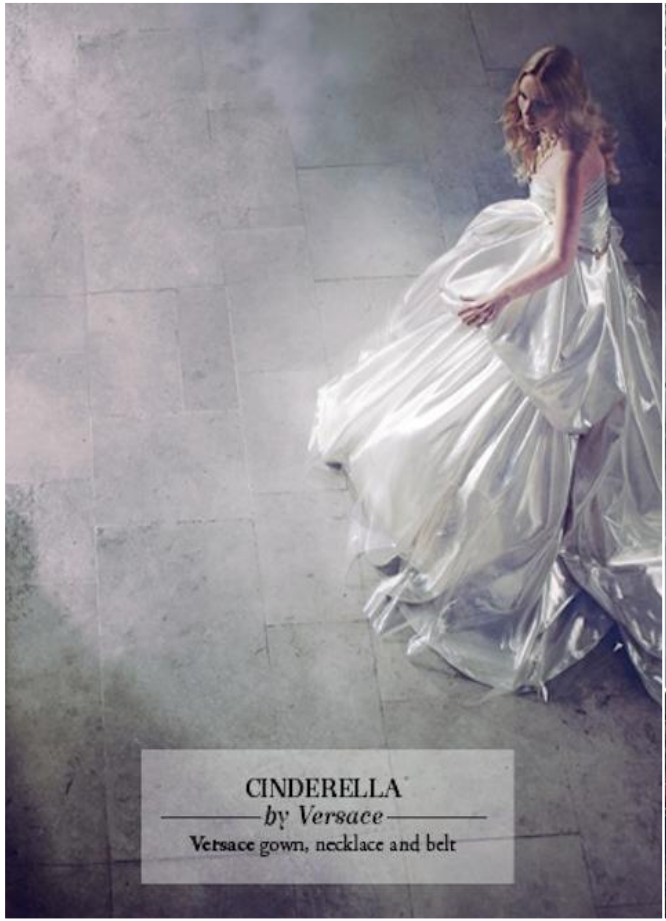
470,000 Pinterest followers

# Outreach

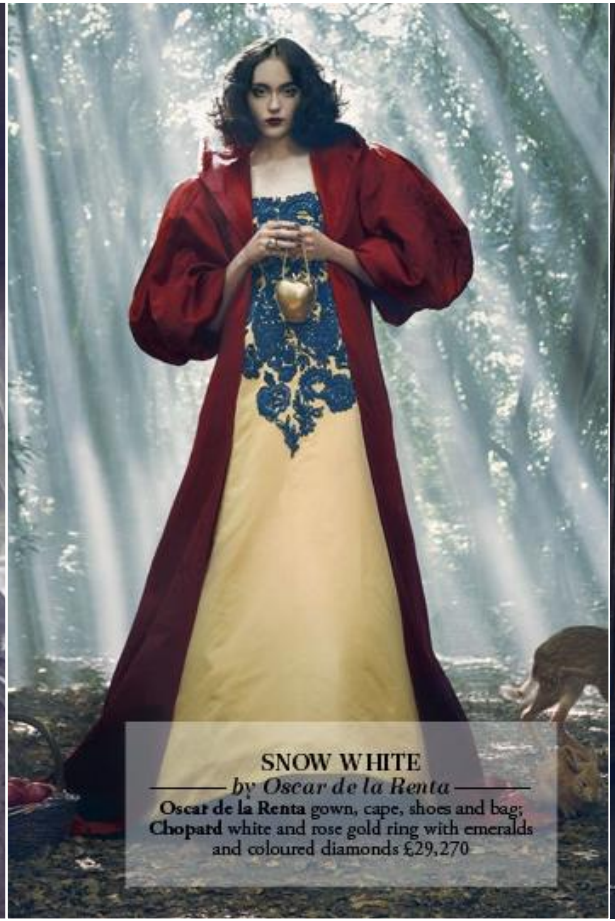
- 1 Billion+ followers across Disney social network
- 1 out of 3 U.S. internet users follows at least one Disney brand and 1 in 2 Millennials
- 40 Million monthly site visitors

# Disney

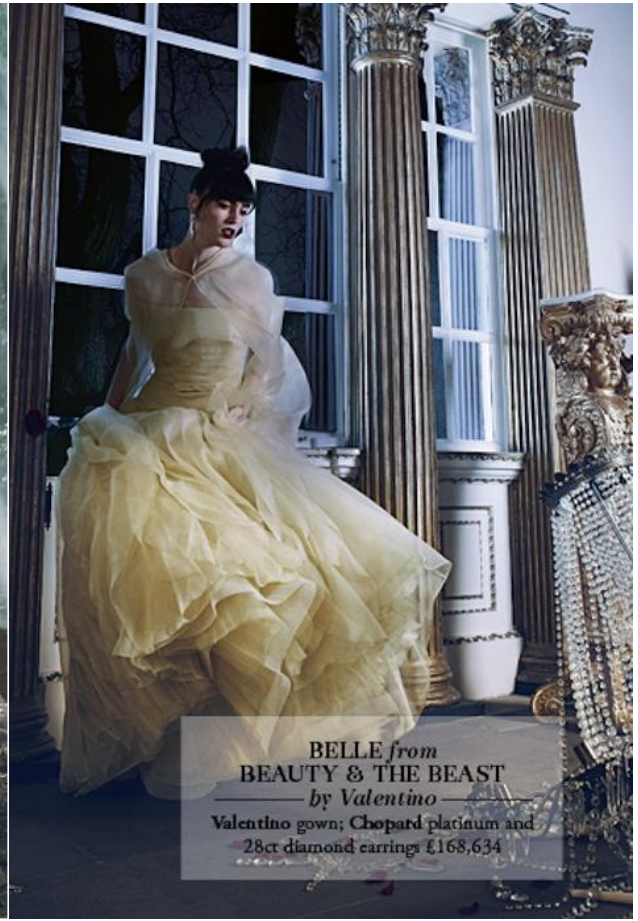
# is Luxury…



CINDERELLA
*by Versace*
**Versace** gown, necklace and belt



SNOW WHITE
*by Oscar de la Renta*
**Oscar de la Renta** gown, cape, shoes and bag; **Chopard** white and rose gold ring with emeralds and coloured diamonds £29,270



BELLE *from*
BEAUTY & THE BEAST
*by Valentino*
**Valentino** gown; **Chopard** platinum and 28ct diamond earrings £168,634

03

# Enchanted

Disney FINE JEWELRY

©Disney

# Enchanted by Disney Fine Jewelry

Collection features a variety of designs ranging from Earrings, Rings & Pendants, inspired by Disney Princess

Disney Cinderella | Belle | Disney Snow White | Disney Frozen | Disney Tinker Bell

# Enchanted by Disney Fine Jewelry

Jay Gems Inc has the Exclusive Licensing Agreement for Enchanted by Disney Fine Jewelry

They offer exclusive collections at major retailers across USA, UK & Canada

JCPenney

ZALES THE DIAMOND STORE®

REEDS Jewelers®

Fred Meyer Jewelers

RIDDLE'S JEWELRY

CHARM DIAMOND CENTRES

H.SAMUEL

PEOPLES THE DIAMOND STORE®

SIGNET JEWELERS

HELZBERG DIAMONDS®

04

# ACQUISITION RATIONALE AND SYNERGY BENEFITS

# RATIONALE AND SYNERGY BENEFITS

## Licensing Agreement

- In 2016, RJL entered into licensing agreement with Hallmark to launch the Heart of Hallmark Jewellery collection
- Through Jay Gems, RJL acquires the licensing agreement with Enchanted Disney Fine Jewellery
- Sales through Licensing agreements yields superior product positioning and higher margin
- Will give RJL prime real estate in major retailers with covering Hallmark gift giving items and Enchanted by Disney for Bridal and better fashion

# RATIONALE AND SYNERGY BENEFITS

## Product Portfolio

- No Overlap between RJL & Jay Gems Products
- Products are complementary to the RJL's existing product portfolio

## Clients

- Jay Gems licensing  arrangements and RJL have certain overlapping sets of clients
- Greater share of wallet of the client achieved through this acquisition

# RATIONALE AND SYNERGY BENEFITS

**Ingredients for Success**

- Highest brand recognition
- Comprehensive product selection in all categories:
  Bridal, Fashion, Solitaire, Earrings & Rings
- Close cooperation with Disney marketing
- Access to 75 years of Disney Archives
- Custom displays, collateral and signage

# 05 INTERNATIONAL EXPANSION FOR

Enchanted

Disney FINE JEWELRY

©Disney

# Global Expansion Plan

- Disney is a loved brand globally
- Expansion opportunity in overseas market is considered.
- Areas of focus – China, Japan, Korea, Europe and Middle East

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**RENAISSANCE JEWELLERY LTD.**

# Thank You