

GEMFIELDS



PROVENANCE
PROOF



Gemfields Introduces the Chipembele Crash NFT series

Gemfields launches a series of NFTs to celebrate large emerald find, highlight transparency and traceability via Proof of Donation, and give back to charity

LONDON & LUCERNE, 8 DECEMBER 2021

To celebrate this week's sale of Chipembele, Gemfields' largest high-quality emerald to date, the company has once again led the way in innovation, partnering with Gübelin's Provenance Proof to raise funds for conservation whilst enhancing transparency and trust in charitable donations through the Proof of Donation initiative.



The Gemfields NFT series, called "the Chipembele Crash", comprises six unique rhinoceros avatars (a "crash" being the collective term for a group of rhinos). Each avatar features the characteristic emerald inclusions photographed inside Chipembele; and each one has been inspired by a real-life rhino at the North Luangwa Conservation Programme (NLCP) in Zambia, even carrying the individual ear-notch of the animal, as well as accessories that give a glimpse into its distinctive personality. An exclusive photo of each rhino is provided as unlockable content to the NFT.




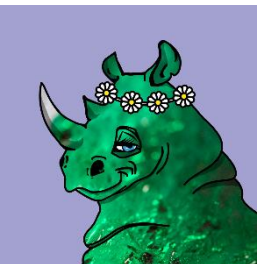
The Chipembele Crash, minted by Provenance Proof, will be sold via auction on [OpenSea](https://opensea.io), the largest NFT marketplace, with viewing available from 8 December, auction opening on 13 December and bids closing 19 December. Funds raised from the sale of each member of the Chipembele Crash will go to the North Luangwa Conservation Programme to aid critical black rhinoceros conservation efforts, which will add to the donation Gemfields has already pledged from the sale of the Chipembele emerald.

"Gemfields is excited to embrace innovative technology in supporting conservation efforts in Africa. We are delighted to celebrate the Chipembele emerald in this manner and to promote our belief in 'conservation gemstones'. The Chipembele Crash NFTs are fun, unique and rooted in supporting the vital efforts of Zambia's North Luangwa Conservation Programme. We hope that the NFTs appeal to likeminded thinkers and secure meaningful donations to help even more black rhinos in Zambia," said Sean Gilbertson, CEO of Gemfields.

Donations and charity programmes supporting the people and environment can make a pivotal difference and create positive impacts. Trusted third parties aid in making sure transactions are transparent and independent, enabling maximum impact. Provenance Proof has pioneered transparency and traceability in the gem and jewellery industry. Klemens Link, Head of Provenance Proof, explains: "With Proof of Donation, all parties benefit and can be confident in the knowledge that donations will be transferred without any loss in value, while buyers can benefit from the added value of the NFTs. Gemfields, always open to new technologies, is a perfect partner to pioneer this exciting journey into fully transparent and traceable donations."

Six rhinos at the North Luangwa Conservation Programme, which operates in the North Luangwa National Park (NLNP), make up the avatars of the Chipembele Crash: Intanda, Kango, Mapalo, Mwamba, Subilo and Tamala.

	<p>Intanda ("star") was still a little girl when she was translocated to NLNP in 2008. She was shy and used to wander far, choosing to rest near the security base each evening so she could hear the officers and smell their fire. She has since found her independence and has calves of her own. Intanda is easy to spot as she has two floppy ears.</p>
	<p>Kango ('chief' in the local Senga language) had an inauspicious start at NLNP. He spent quite a few years trying, but failing, to adapt and was bullied by more dominant bulls. Eventually, NLCP took him in and kept him semi-captive for two years, feeding him up, giving him the chance to recover from his fighting wounds, and allowing his stress levels to drop. Fast forward to his re-release and, what a change! Kango has gone on to become a dominant bull, with lady rhinos of his own and a few offspring carrying his genes.</p>

	<p>Mapalo ('blessing') was translocated to NLNP in 2003 in the first batch of five rhinos to be reintroduced to the park since they were declared nationally extinct a decade before. Mapalo's tiara and sharp sabre-like front horn are apt for this feisty mother who fiercely protects her young, often sending the monitoring officers up the trees to hide!</p>
	<p>Mwamba (meaning 'at the top') is part of the NLNP black rhino royalty. Descended from the dominant male and one of the adult females reintroduced in 2003, he has always shown bravado and maturity, and is full of fun. From a very young age, he was seen scraping his dung, a behaviour known in adult males to signal their dominance. The smell on their feet is then spread along the game trails they walk, leaving a call sign telling everyone who walks that way that this is my place!</p>
	<p>Subilo ('hope') is suave, sophisticated and the older statesman of the bunch. Arriving in NLNP as a confident 12-year-old bull, he was ready to take on the world and he did just that. He exerted his dominance over a large swathe of the conservation area, butting other bulls to the edges and siring multiple calves with his harem of females. As black rhinos go, he's one of the best – sweet and mild during translocation but a tough rhino to track and monitor, with a reputation for being a little grouchy!</p>
	<p>Tamala means 'last born', as she was the last rhino from the reintroduced animals to be released into NLNP in 2010. Her adaptation to the vegetation, social pressure, ticks, flies, and everything around her has been seamless. At one with the world when relaxing in a muddy wallow, she's the original earth-child. She is cool and calm, just like the soil beneath our feet.</p>

Further information about the Chipembele emerald:

Weighing 7,525 carats (1,505g), Chipembele – which means 'rhino' in the local indigenous dialect of Bemba – was discovered at the Kagem emerald mine in Zambia this July and has just gone under the hammer at Gemfields' most recent emerald auction, with winning bids announced on 7 December.

The winning bidder for Chipembele, Eshed – Gemstar, will benefit from the unique DNA nanoparticle tagging carried by Chipembele and developed by Provenance Proof, ensuring that the cut-and-polished gems that it yields can be identified and certified as having originated from this extraordinary gemstone. Eshed – Gemstar will also

receive one of the Chipembele Crash NFTs, which will be purchased on their behalf by Gemfields with the funds raised going to NLCP.

Further information about Proof of Donation:

With a track record of providing transparency and trust through technology within the gem and jewellery sector, Provenance Proof is now launching Proof of Donation, a new service designed to securely track and trace donations to enhance trust in philanthropic projects by applying cutting-edge technology.

Provenance Proof is combining its reputation of providing third-party-confirmed transparency within the industry with non-fungible tokens (NFTs) based on a public blockchain to enable handling all transactions in a transparent and trusted manner on behalf of the initiator.

Proof of Donation provides:

- An efficient, transparent and credible service using leading technology
- Access to a fast-growing NFT community and thereby increased awareness of cause
- Full transparency on the donations – in real time
- Assurance that the total funds raised through the NFT are properly received
- Confidence that donations will be transferred without any loss in value and can benefit from the added value of the NFT
- A unique, covetable collectible
- Philanthropic alignment through supporting charity programmes

Please see link to press release imagery: <https://we.tl/t-lvrWecQ8TB>



- ENDS -

ENQUIRIES

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NOTES TO EDITORS

About Gemfields

Gemfields is a world-leading supplier of responsibly sourced coloured gemstones. The operator and 75% owner of both the Kagem emerald mine in Zambia (believed to be the world's single largest producing emerald mine) and the Montepuez ruby mine in Mozambique (one of the most significant recently discovered ruby deposits in the world), Gemfields believes that those who mine gemstones should do so with transparency, legitimacy and integrity.

Gemfields introduced the most technologically advanced coloured gemstone sort house in the world at its operation in Mozambique, with state-of-the-art equipment, like optical sorting machines. In addition, a proprietary grading system, a pioneering auction platform and an active marketing presence have all contributed to Gemfields playing a significant role in the rise of African gemstones. Underlying this achievement has been the strong belief that coloured gemstones should create a positive impact for the country and community from which they originate.

Responsible sourcing for Gemfields means implementing industry-leading policies and practices across operations, transparency in its auction sales process, an active role in working groups to modernise the sector, projects to

improve health, education and livelihoods for the communities around its mines and conservation efforts (#conservationgemstones) to protect Africa's great wildlife and biodiversity. With that understanding Gemfields does not support mining inside protected areas that host this very same wildlife and biodiversity.

Gemfields Foundation is the charitable arm of Gemfields, through which donors can contribute funding to directly support community and conservation projects in Africa, magnifying the scale of the work already carried out by Gemfields itself.

Fabergé – an iconic name with an exceptional heritage – is a member of the Gemfields Group. This partnership, and the beauty of Fabergé's designs and craftsmanship, improves Gemfields' positioning and brand perception, and helps to raise consumer awareness of responsibly sourced coloured gemstones.

As well as supplying the majority of the world's rough rubies and emeralds, Gemfields initiates activations to build desire for coloured gemstones: for example, collaborations with international jewellery brands and other creative partners. Often surprising, unexpected and unique, these collaborations are chosen to promote consumer awareness and increase the appeal of coloured gemstones, raising their profile, and, in turn, providing greater benefit to their place of origin in Africa.

For more information, visit: [Gemfields](#)

About Provenance Proof

The Provenance Proof initiative was established in 2017 by the House of Gübelin and acts as an independent entity within the Swiss, family-owned company. Provenance Proof is the umbrella brand for a bundle of truly innovative, cutting-edge technologies with the aim of offering more transparency to the entire gemstone and jewellery industry. The purpose of Provenance Proof is to provide independent proven transparency and traceability to the entire gemstone and jewellery industry to support its sustainability efforts and to simplify supply chain risk management through digital and physical tracking solutions. The Emerald Paternity Test, which uses nano-labels to trace emeralds back to the exact mine of origin, and the Provenance Proof Blockchain, the first digital ledger for coloured gemstones, as well as the Proof of Donation, a service based on non-fungible tokens (NFT) to enhance transparency and trust in charity programmes, make up part of the Provenance Proof initiative. These technologies and services are designed and available for every stakeholder in the industry who embraces transparency, from miners to end consumers. Provenance Proof products and services add value to every jewellery piece and gemstone.

For more information, visit: [Provenance Proof](#)

North Luangwa Conservation Programme

Established in 1986, the North Luangwa Conservation Programme is a partnership between the Frankfurt Zoological Society and the Zambian Department of National Parks and Wildlife to conserve the North Luangwa ecosystem. The programme delivers hands-on and effective conservation focusing on protected area management and community empowerment.

The North Luangwa Conservation Programme has built its conservation success on strategies that strive for long-term impact by involving communities in management decisions to generate pride, social capital and socio-economic benefits to improve conservation outcomes.

For more information, visit: [Frankfurt Zoological Society North Luangwa Conservation Programme](#)

North Luangwa National Park

Found in the oldest section of Africa's Great Rift Valley, North Luangwa National Park is the most northern of the three national parks found in the Luangwa Valley. The Luangwa River has shaped this unique landscape over millennia that many regard as “The Real Africa.”

Founded as a game reserve in 1938, this remote 4,636km² tract of land was re-gazetted to become a national park in 1972. The North Luangwa protected ecosystem has now grown to over 22,000km² of virtually untouched landscapes, with the National Park at its heart. The ecosystem is home to a unique and diverse species community and is one of the last large undisturbed regions in central Africa. As the only in park Zambia boasting the Big 5, it offers one of the most spectacular settings for game viewing experiences in Zambia, if not the entire continent.