



RENAISSANCE JEWELLERY LTD.

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

August 20, 2018

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

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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



Enchanted
Disney FINE JEWELRY

Happily Forever After™
begins at Zales.

©Disney



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





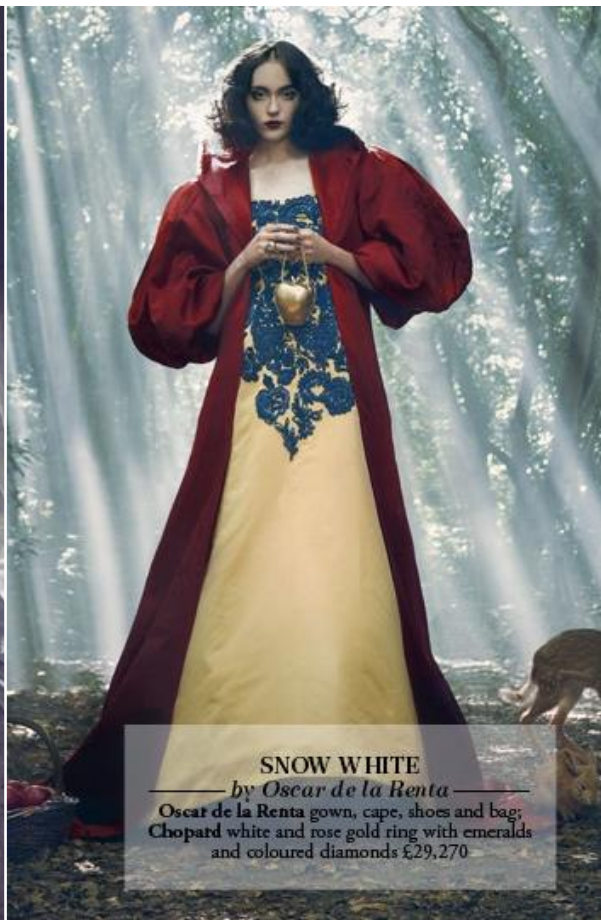
Disney is Luxury...





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

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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

SIGNET
JEWELERS

HELBURG
DIAMONDS®

PEOPLES
THE DIAMOND STORE®



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



©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



Enchanted
Disney FINE JEWELRY



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Disney FINE JEWELRY



Enchanted[®]

Disney FINE JEWELRY





**RENAISSANCE
JEWELLERY LTD.**

Thank You