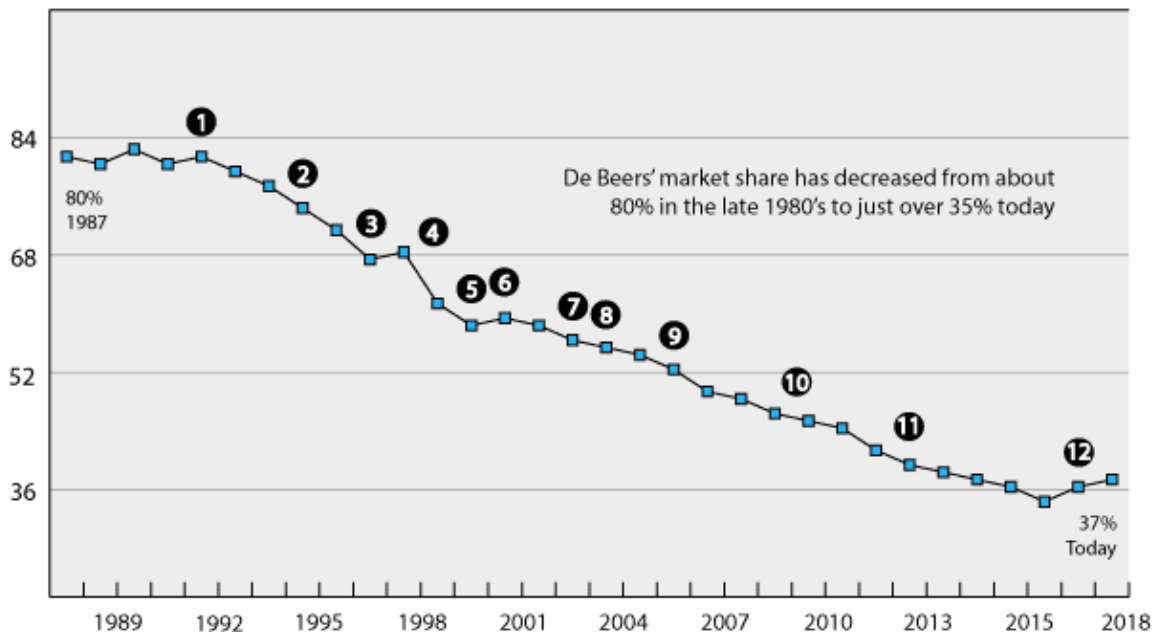


De Beers' Market Share of the Global Rough Diamond Industry

Market share including internal production and purchases from competitors 1987-2018

% of De Beers' market share in value



Source: Paul Zimnisky analysis
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- 1** 1991: Dissolution of Soviet Union, Russia begins selling diamonds outside of De Beer's CSO
- 2** 1994: Violation of Sherman Antitrust Act filed against De Beers in U.S. court
- 3** 1996: Australia's Argyle mine terminates supply relationship with De Beers
- 4** 1998: Canada's Ekati mine commences production, only sells 35% of supply to De Beers
- 4** 1998: De Beers hires Bain & Co. to conduct strategic review of company
- 5** 2000: De Beers changes name of distribution system from CSO to DTC
- 6** 2001: Class-action price fixing charge filed by diamond consumers in U.S. court
- 6** 2001: De Beers partners with LVMH Moët Hennessy Louis Vuitton
- 6** 2001: De Beers exits Angola ceding market to Lev Leviev
- 7** 2003: Canada's Daivik mine commences production, does not sell supply to De Beers
- 8** 2004: Sherman Antitrust Act violation settled in U.S. court
- 9** 2006: De Beers settles with EU antitrust authorities
- 10** 2009: Russia's ALROSA terminates supply relationship with De Beers
- 11** 2012: Class-action lawsuit settled in U.S. court
- 11** 2012: De Beers is acquired by Anglo American
- 12** 2017: Canada's Gahcho Kué mine commences production, of which De Beers owns 51%
- 12** 2017: De Beers acquires LVMH's stake in De Beers Diamond Jewellers