



## Blockchain Based Diamond Exchange

Cedex, the first blockchain-based diamond commodity exchange is opening the doors to the diamond market, allowing individual traders to invest in diamonds just like any other financial asset class with ease and security like never before.

### THE PROBLEMS CEDEX SOLVES

We were able to overcome the 3 main obstacles that have prevented diamonds from becoming a financial asset class over the years: transparency, liquidity and standardization by combining innovative technology with the advantages of blockchain. By doing this CEDEX is making the diamond market accessible to everyone which will dramatically increasing both supply and demand.



**US \$100bn**  
Cryptocurrency  
Market Cap

+



**US \$80bn**  
Diamond  
Market Cap

+

**1%**

is used for financial investments,  
while billions of dollars' worth of  
diamonds remains out of reach  
for investors!

=



What can happen  
when these worlds are  
**financially linked?**

### HOW CEDEX SOLVES THOSE PROBLEMS

The 4 Pillars of CEDEX:



#### The DEX

A first-of-its-kind algorithm that incorporates artificial intelligence and machine-learning to assign a value to each diamond



#### The Exchange

A commodity trading platform uniting diamond sellers and buyers, rating all diamonds by their value and presenting all financial information required for trading



#### The Diamond Smart Contract

A contract that will hold information for each diamond, from gem composite and value to its current ownership and history, making every step in a diamond's existence transparent



#### The CEDEX Coin

A new cryptocurrency allowing traders and crypto holders to buy diamonds on the exchange and other related services on the diamond ecosystem



### THE CEDEX COIN

Once the CEDEX exchange goes live all activity on exchange will be using only CEDEX Coin. We believe that the demand for CEDEX Coins will be influenced by the activity on the CEDEX Exchange.

The CEDEX coin can already be traded on the following cryptocurrency exchanges:



### WE ARE CEDEX!

The CEDEX project was founded by a team of professionals from the internet, online marketing, financial technologies and services and diamond industries. TechFinancials, Inc has providing the financing for the project by way of a loan, for which it was granted an option to be the holder of 90% of CEDEX. TechFinancials, Inc is a leading developer of financial trading technologies. Its experienced team of software developers, financial engineers and online marketing technology developers will provide development services for creating the trading technology, alongside the CEDEX team.



#### SAAR LEVI

CEO & Co-Founder

Saar has been an entrepreneur since 1993. With over 15 years' worth of experience in global financial markets he has held senior roles in leading financial institutions such as Lehman Brothers, Barclays Capital and Intesa Sanpaolo. He also served as the CEO of Luxemburg Art Exchange and was the Founder and CEO of LEM Management Ltd.



#### RONEN PRIEWER

Founder

Ronen is an entrepreneur with vast experience and knowledge of the diamond industry spanning over two decades. As A sought-after consultant, he has worked primarily in Asian markets, specializing in technology consulting and financial software. He was CEO at F&C, focusing on joint ventures with international software companies wanting to enter the Chinese market. He is also the Founder and Managing Director for diamond brands LeLumiere and Masaor.com.

### CEDEX IS ALREADY A SUCCESS!



During its ICO,  
CEDEX sold  
**over 30 million**  
CEDEX coins



Coins sold  
worth  
**\$21 million dollars**



CEDEX Coins were sold to  
over **800 contributors**  
and investors in over  
**60 countries**



CEDEX closed the majority  
of its target within  
**4 hours**  
of the sale kicking off!

Launch of the  
**CEDEX  
Exchange**

Q4 2018

#### OUR PARTNER



#### IN COOPERATION WITH



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