



The Introduction of Dajin Jewelry

– The New Era of Art Jewelry

October 2021

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1. Business Overview

a. Company Overview



Company	Dajin Jewelry
CEO	Yeoun Ho Kim
Main Biz	Manufacturer & distributor of Jewelry
Brand Name	BRIJIN
Established	Nov. 13, 2014
Years of Work in Jewelry Industry	37 yr's
Factory Registration	1497-5883-6514-5947
Address	3 rd fl. 294 bun gil, kwangmeong-Ro, Joongwon-gu, Sungnam City, Kyunggi-Do, 13181 Korea
Web Site	www.dajingem.com
Email	dj6965kr@naver.com
Tel	+82-31-741-6788
Fax	+82-31-741-6789
CP	+82-10-3231-6965


1. Business Overview

b. Product Introduction

Product Overview

- The self-developed unique casting method creates the 'stone' an ornament of jewelry, in an atypical and asymmetrical shape with various colors and artistry.
- Also increases the value and productivity of the jewelry and enables diversified small-quantity production.
- This innovative product BRIJIN is not only a differentiated artwork jewelry but also upgrade the brand power.

Product Features

- After a decade of R&D, Dajin figured out creative ways "casting method" that creates various shapes and colors of jewelry
- Crystal, cubic, rare earth and natural mineral materials are dissolved at 1700 degrees same as magma, so that light and luster are not permanently tarnished.
- Almost same strength as natural jewel also variety of shapes and colors have established as an epoch-making new gemstones.
 We're naming it "Minerite", a compound word of mineral and light
- It is unique technology in the world that cannot be copied or produced even by world-famous jewelry companies..
- It is the world's first synthetic gem
- It is a high value-added product with no competitors

1. Business Overview

c. Differences



DJ2003

		Existing jewel	Dajin Jewel
Production Method		Simplified Cutting	Melting – Casting
		All manual process	3D printing
Output		Small	Large & Multi products
Variety		Monotonous shape	Infinite Shape & Coloring
Price		High	Reasonable
Major customer		Rich (ex: Top 10% Target)	Popularization (ex: top 30% Target)
Customizing	shape	Δ	O
	color	X	O
Competitor		Lot	none
Risk for the illegal Reproduction		Existing	None
Quality		General	High
Others		Natural gemstone	Natural Artwork gemstone

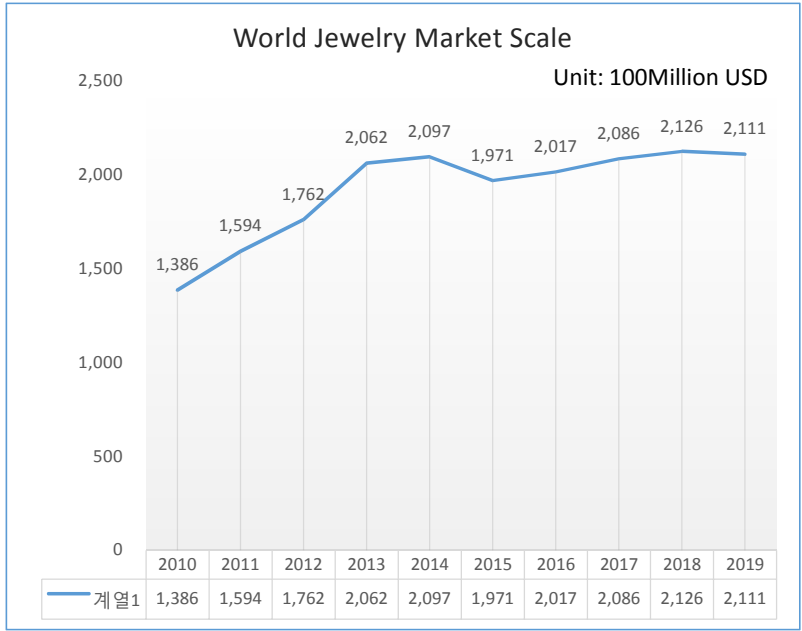
2. Marketing

a. Market Scale

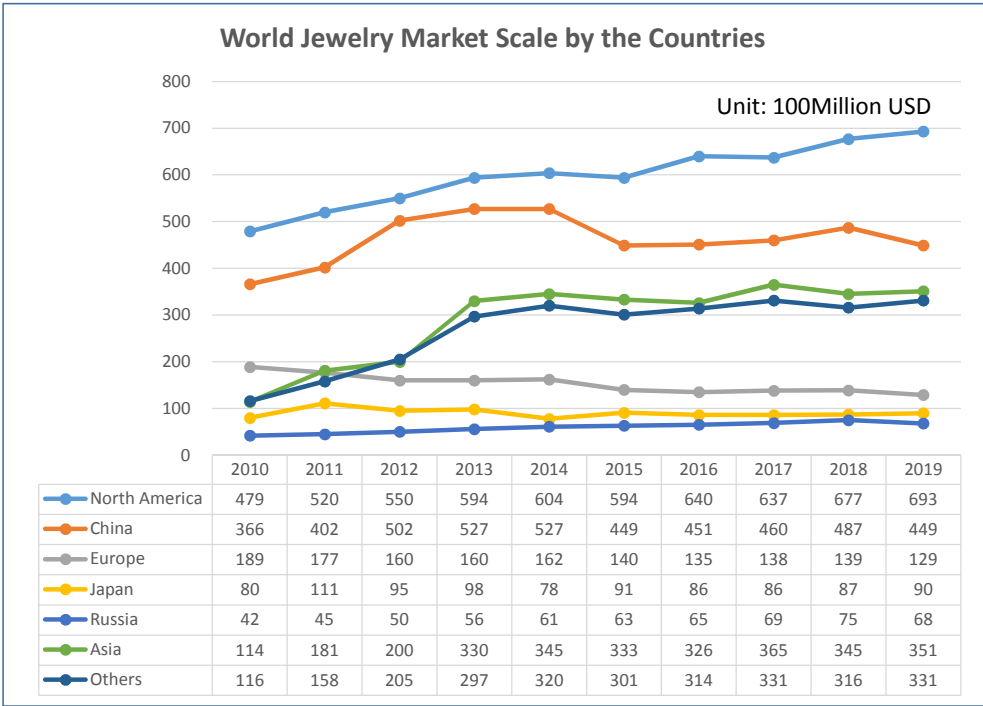
Market Situation

- The world's jewelry market shows continuously increasing trend.
- Difficulty in technology development due to labor-intensive industry
- The desire and demand for artistry and customized products are increasing. .
- The online market is getting bigger

Trend of Retail Market



※Source: Yano Research Institute(Japan)



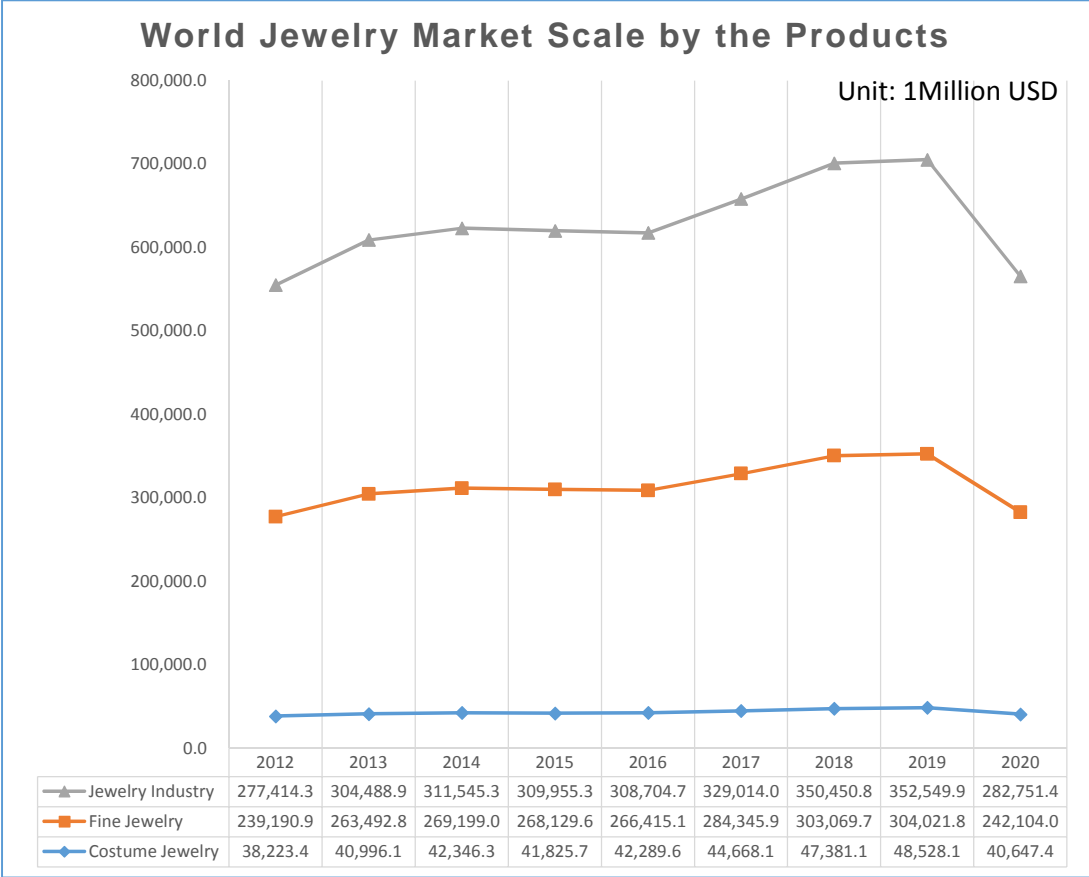
※Source: Yano Research Institute(Japan)

2. Marketing

Market Scale by the Products



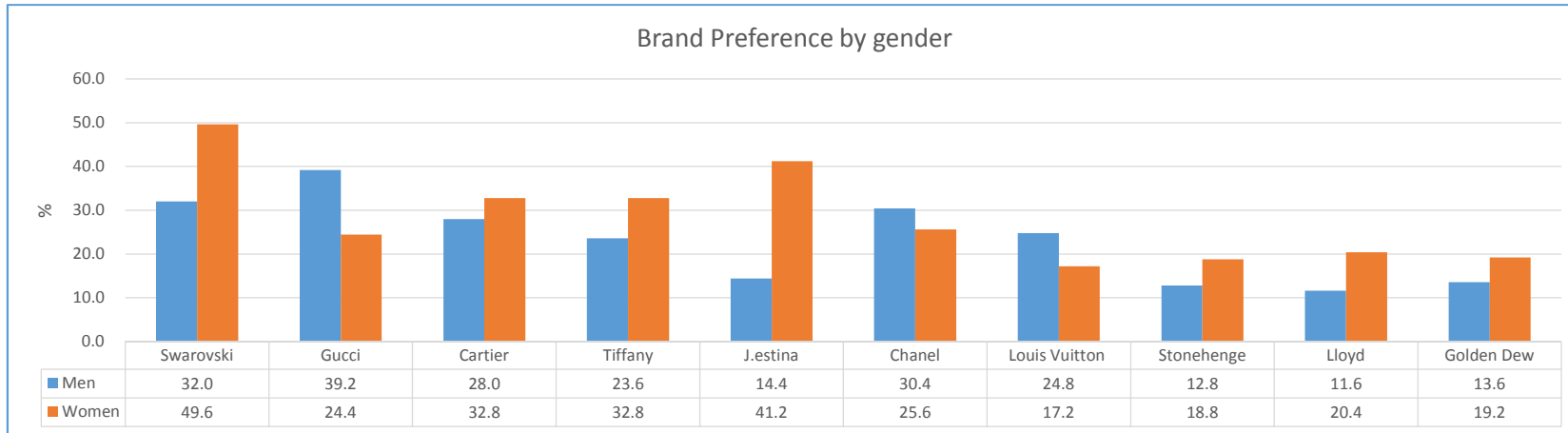
Dajin Jewelry in G-Fair, Dubai 2019



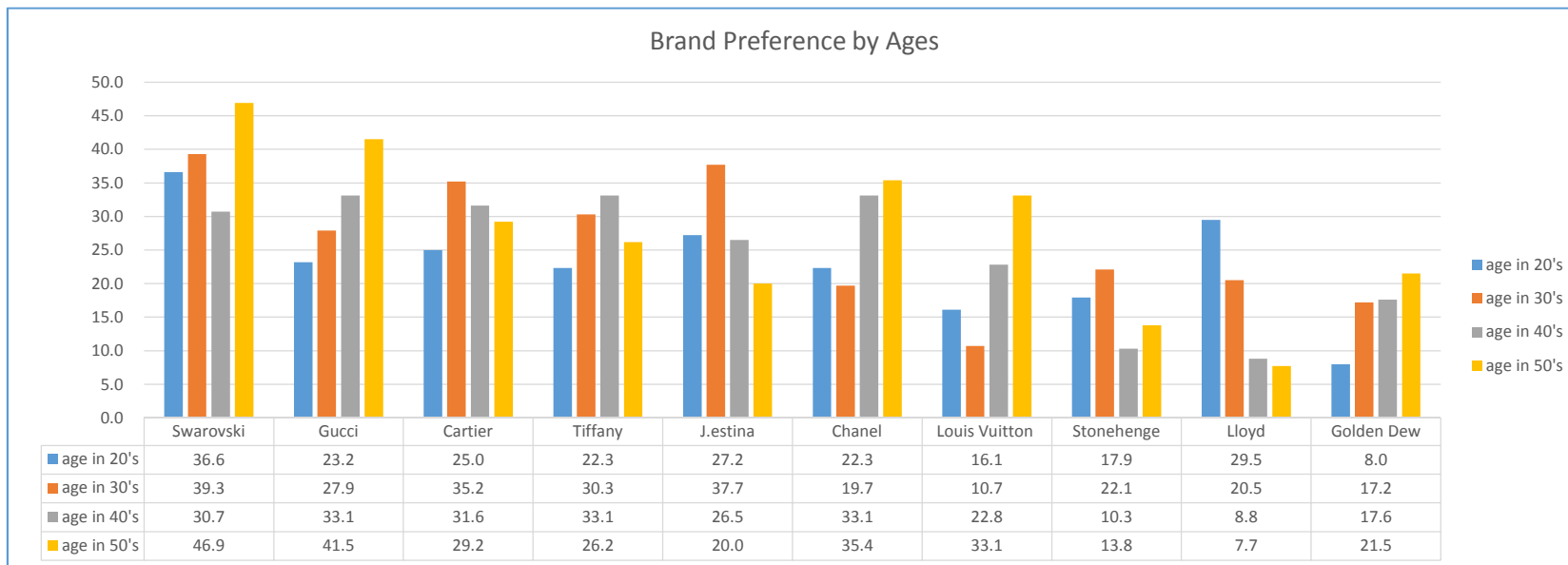
※ Source: Euromonitor

2. Marketing

Brand Preferences



※Source: Wolgok Jewelry Foundation(Korea), Korea GALLUP, 2017



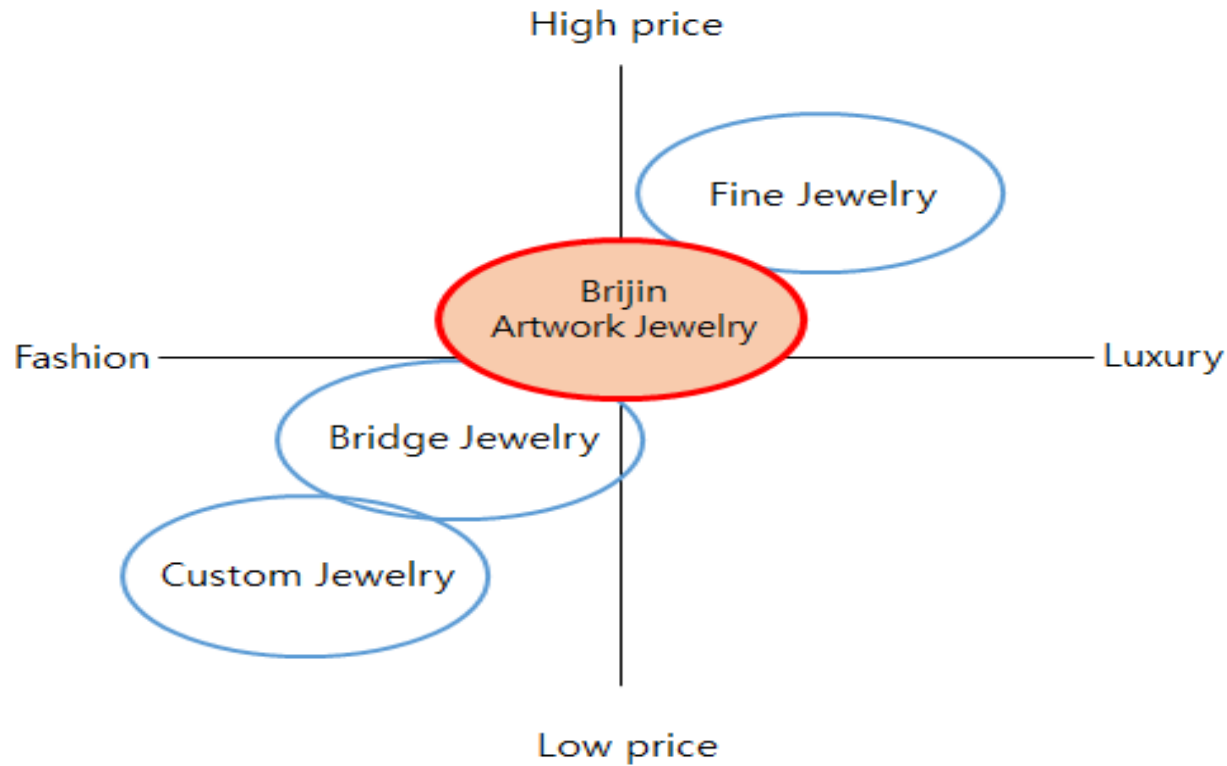
※Source: Wolgok Jewelry Foundation(Korea), Korea GALLUP, 2017

2. Marketing

b. Marketing Strategy

Target Marketing

- Brijin Artwork Jewelry is almost same quality as the existing Fine Jewelry, but the price is located between Fine Jewelry and Bridge Jewelry. So demand from the consumers can be greatly expanded .
- Unlike Fine Jewelry, which is worn several times a year and stored deeply, it is possible to induce daily life with art jewelry of various shapes and colors.



2. Marketing

b. Marketing Strategy

Induce the daily life of wearing jewelry/open the era of customized jewelry for one's own

- Possession of key technology and differentiation from existing products
- Variety of products and reasonable price
- Provide ON-DEMAND service
- Unique and innovative new germ "MINERITE"
- Branding the Art Jewelry.
- Inducing the daily life of wearing jewelry /Open Customized Jewelry era for oneself.

c. Marketing Method

- Establishment domestic market and global sales network .
- Establishment of online and offline sales platform
- Maximize the Social network Service
- Strategic alliance with global companies
- Active participation in exhibitions and conferences.

2. Marketing

c. Overseas Market

Core Plan	Countries	Why?
Overseas sales – Local distributor	UAE, India	<p>1. UAE</p> <ul style="list-style-type: none"> • UAE is the business hub and Arabs highly interested in the jewelry that ensure a lump sum of rich customers. • UAE is the cornerstone of market entry for neighboring countries such as Saudi Arabia, Kuwait, Qatar etc. • Export negotiations are in progress with several potential distributors <p>2. INDIA</p> <ul style="list-style-type: none"> • Over 1.3 billion population, the size of the jewelry market is very large, and big demand in artwork jewelry. • Export negotiations are in progress with several potential distributors
Showroom	Dubai, London, Hong Kong, New York	<ul style="list-style-type: none"> • Establishing showroom in the world big four jewelry trading hub, Dubai, London, Hong Kong, New York. • Partnering with a promising local distributors • Direct operating
Partnership		Increasing business partners for other countries

3. Products

a. Brooch

A Gem that shines with high quality and profound feeling.

The MINERITE STONE, which carries the Color of Nature, tells you dignity in your heart.



DJB-1



DJB-2



DJB-3



DJB-4



DJB-6



DJB-7

3. Products

b. Ring

The reason why your hands are beautiful | because the light of the Jewel that wraps your hands the light of nature



DJ2014



DJ2015



DJ2017



DJ2000



DJ2011



DJ2013



DJ2018



DJ2019



DJ2020



DJ2021



DJ2023



DJ2024

3. Products

b. Ring

The reason why your hands are beautiful | because the light of the Jewel that wraps your hands the light of nature



DJ2028



DJ2029



DJ2031



DJ2032



DJ2025



DJ2026



DJ2027

3. Products

b. Ring

The light of beautiful MINERITE STONE makes her elegance even brighter a harmony of nature's brilliant light and luxurious design



EA2001



EA2002



EA2003



EA2010



EA2011



EA2012



EA2004



EA2005



EA2006



EA2013



EA2014



EA2015



EA2007



EA2008



EA2009



EA2016



EA2017

3. Products

c. Collection Sets

Your appearance makes me jealous.
The return of the Queen with radiant beauty.



DJ2001



DJ2005



DJ2007



DJ2012



DJ2003

3. Products

c. Collection Sets

EAs2017

BLACK STONE & DIAMOND.
THE BEAUTIFUL LIGHT OF MINERITE
MAKES YOU STAND OUT LIKE A QUEEN.



DJ2002



DJ2004

DJ2002



DJ2008

DJ2004



DJ2009

4. Certificate and Patent

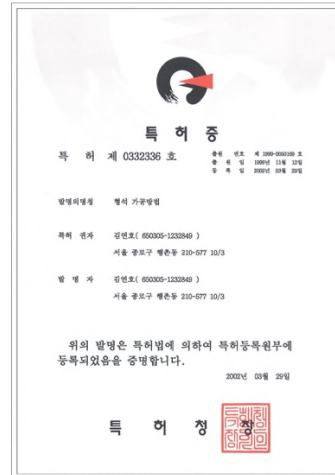
By applying lost wax casting with paraffin, formed stone is attaching to the metal frame of art jewelry (see the picture below).

Development of special casting method enables to produce small quantity multi production and a prestige colors and various shapes of stones with high productivity.



MINERITE

- ❖ Patent No . 11180:
 - Method for casting the shape of a molten material based on silica
- ❖ Patent No . 0332336:
 - Fluorspar processing method
- ❖ Factory register No.:
 - 1497-5883-6514-5947
- ❖ National gold and silver craftsmanship designatee No.:
 - 2002-5호 (Ministry of Labor)
- ❖ In 1988, Received a silver medal in the jewelry processing section of the Seoul Craft Competition
- ❖ An unrivaled **Artwork jewelry**



5. Comparison of Process

	Process	Differences
Art Jewelry	<p>주조 결과물 → 연마 → 광택 → 조립 완성</p>	<p>The characteristics of patented technique: By setting a group of color stone enables to produce various shapes at once.</p>
Existing Jewelry	<p>원석 재단 → 그라인더 → 연마·광택 → 조립·완성</p>	<p>Existing hand-made products require a lot of time to grind and to fit the frame, and the price is expensive due to small production.</p>
Fashion Jewelry	<p>파라핀 주입 → 형상 주형 → 형상 매물 → 주조 작업</p>	

6. Workshop

Hidden Champion, Dajin jewelry



Mineral Analysis Laboratory



Design Room



Mineral Melting Room



Polishing + Assembling





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Brijin

THANK YOU