2022 DIAMONDS INTERNATIONAL: *PRIVILEGED & CONFIDENTIAL*

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Time to Discover What's Inside...

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All About Us

DIAMONDS® INTERNATIONAL

OUR MISSION

Creating Memories

To Create The **Ultimate Guest Experience**

We realize that to be successful partners, we must make the Norwegian Cruise Line Experience our top priority.

As one of the world's largest fine jewelry retailers we have a first-mover advantage in the travel industry with prime locations throughout 25 Caribbean countries.

- Vertically integrated operations with factories in USA, Namibia, Canada, and Ukraine.
- Authorized retailer of the top jewelry and luxury Swiss watch brands.
- Unparalleled selection of certified and loose diamonds, including the proprietary and patented Crown of Light diamond, which is the best-selling diamond in the Caribbean
- De Beers sightholder, a status held by fewer than 80 companies worldwide.

WHO ARE WE?

We Sparkle. We Shine.

Shine bright like a diamond.

We are **Diamonds International!**

Diamonds International would be the preeminent partner for administering onboard luxury retail and operations for Norwegian Cruise Lines.

By combining our superior product, marketing, and interactive experiences onboard, our goal is to create an unparalleled guest experience and drive revenue.

Product Portfolio Overview

Crown of Light (COL)

- COL is one of the leading branded diamonds in the world centered around a revolutionary, ultra premium cut with 90 facets.
- $1.1B of sales in the Caribbean and Alaska alone since its inception in 2007.
- The key to the COL's recognition is its readily identifiable profile. The science behind its shape delivers a completely unique product with three times more sparkle than any other diamond.

Safi Kilima Tanzanite (SKT)

- Launched in 2010, SKT is Diamonds International's premium tanzanite brand comprised of the top 1% of tanzanite mined globally. SKT embraces the essence of Tanzania with boldness, energy and lush colorations throughout the product line.

Diamonds International Diamonds (DI)

- In 2018, we began an initiative to reorganize and consolidate all in-house diamond designer brands under one unified name, utilizing the strength of Diamonds International's global brand equity.
- Our DI diamonds brand offer fine and fashion jewelry options at all price points in traditional diamond shapes.

IT'S ALL ABOUT THE **GUEST: Customer Relations**

Throughout our history, we have distinguished ourselves by providing a premium yet comfortable shopping atmosphere to our clients.

We have proudly satisfied more than five million cruise ship guests. Our success has been built on our dedication to delight customers by creating lasting memories through their fine jewelry.

The ideal Diamonds International client very closely resembles the Norwegian guest demographic. We understand the mindset and needs of high-value guests and can identify and engage with them at the highest level.

With over 90 locations throughout the US, Caribbean and Alaska our name is recognized and respected throughout the cruise industry.

GUEST EXPERIENCE

Customer Relations

WE ARE THE **MEMORY MAKERS**

Onboard Marketing: **Print, Digital + Film / Video**

Watch us Sparkle!

Invite & Engage

Our team will create* compelling stateroom drops to introduce Norwegian guests to the incredible shopping opportunities onboard and invite them to multiple engaging and informal events throughout their voyage.

Describe proposed onboard marketing strategies, such as but not limited to:

- **Stateroom Drops**
- Announcements
- Digital Assets (Digital Signage, TV Content, etc.)
- Seminars / Shopping Shows / Raffles
- In-store Collateral (Banners, Tabletop signage, Flyers, etc.)
- Permanent In-stateroom Collateral (Magazines, Brand Publications, Catalogues, etc.)
- Disclose any Onboard Paid Marketing Advertising Deals in Catalogue / Magazine / Media, etc. from 3rd Party Vendors / Brands and Norwegian Proposed Revenue Share

** All Marketing/Promotion avenues will be at Norwegians discretion during the term of the agreement. All onboard marketing collateral (in-store and in-stateroom) must be professionally printed and is subject to Norwegian's approval.*

Invitations for Shopping Shows, Trunk Shows, Special Events will be strategically designed and customized to entice and excite guests to visit the onboard shops.

Now Hear This!

- Stateroom Drops
- **Announcements**
- Digital Assets
  (Digital Signage, TV Content, etc.)
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Announcement Requests:

1) Introduction Announcement that that informs guests of the onboard shopping opportunities

2) Reminder Announcement prior to in-store events

3) Last Call Announcement on the Final Sea Day

Inform & Excite

The strategic use of announcements throughout the voyage lends credibility to the shopping opportunities as well as exciting and informing guests of the exceptional luxury brands available onboard.

Fresh Digital Content

Our in-house marketing team is capable of creating all digital components, e-magazines, and digital brochures utilizing QR codes with limited internet usage.

- Stateroom Drops
- Announcements
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  (Digital Signage, TV Content, etc.)
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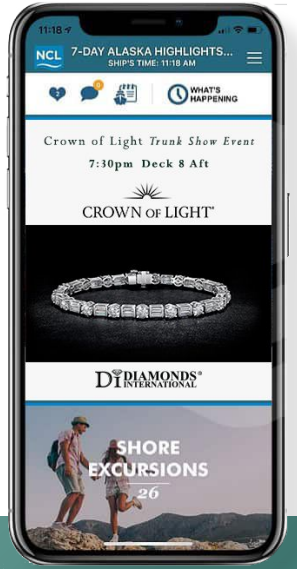
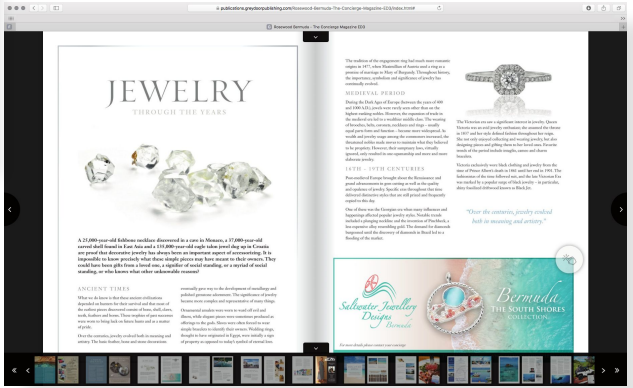


CUSTOM **DIGITAL + FILM/VIDEO** FOR **BREAK FREE TV**

We plan to provide a media package of inclusive and engaging content for onboard television channels. This content could include, but is not limited to documentaries, talk shows, branded commercials, and other hosted series.

We want to tell intriguing and inspiring stories of our products, our guests, and our social responsibility initiatives to maximize engagement and revenue.

- In-Room Channel
- In-House Film/Video and Production Capabilities
- Digital Magazine



Totally Impressive!

Inspire & Entertain

The onboard shopping program is designed to entice guests and create enthusiasm around the entire shopping experience.

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Event Ideas

Your guests will be able to enjoy their escape and be inspired by timely events.

Spring Events

Blossoms & Full Bloom: Jewelry and watches that are inspired by flowers and the colors of Spring

High Tide: Beyond Watching: The History of Time, timepiece designs and iconic watches through the ages

Anchored: Men's jewelry and timepieces with Bourbon Tasting *(cross-promotion)*

Summer Events

Featuring latest jewelry and timepieces for your guests to discover their style:

- Pretty in Platinum
- Gorgeous in Gold
- Radiant in Rose Gold
- Sweet in Silver

Imaginative Content!

- Stateroom Drops
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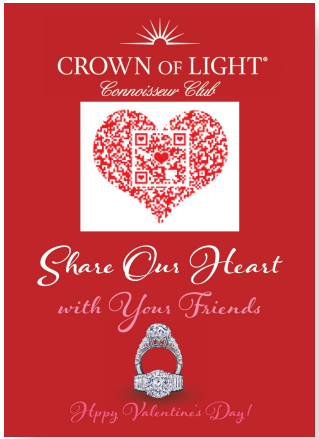
Effective & Creative

Our marketing team will create and produce monthly promotions highlighting seasonal events and sales.



Examples of event creative: (Left to right) Banner, Tabletop Signage with Custom QR CODE and companion flyer.

- Stateroom Drops
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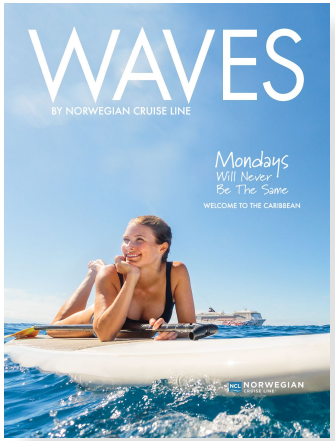
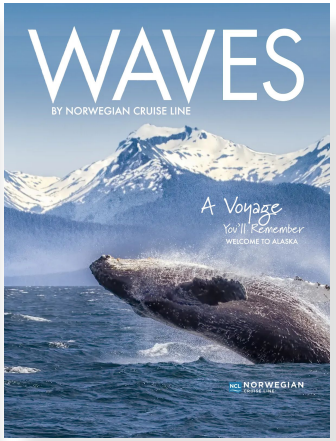
Insightful & Evocative

DI is proud to employ an art director with a breadth of experience, including creating in-stateroom magazines and catalogs for various cruise lines over the last 20+ years.





We not only become your retail partner, we embrace the Norwegian brand when creating all content such as onboard magazines and catalogs.

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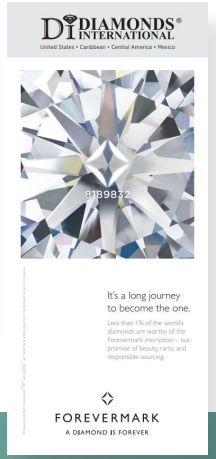
Share the Kroner

Our Norwegian-branded magazines & catalogs would include special advertising sections targeting global luxury brands to highlight product offerings available exclusively onboard.

We will be transparent in our advertising rates for 3rd party vendors and our proposed revenue share would be **10%** to Norwegian Cruise Line.



Previous examples of co-op marketing from our 3rd party vendors, De Beers Forevermark and Tag Heuer.

OUR **DEDICATED** TEAM

Strategic **Operational Requirements**

Go Team Go!

OUR DEDICATED TEAM: **Talented People**

The backbone of our company has always been our people. We have an incredible team of experienced and highly motivated sales staff and have an industry-leading retention rate from our top managers. We strive for excellence in every department of our company from our New York headquarters to our marketing and logistics center in the Miami Free Zone.

WE ARE **DEDICATED** TO EXCELLENCE

Operational Requirements:

- **Customer Service Policy**
- **Concepts, Themes, and Brand Partnerships**
- **Suggested Product Mix**
- **Co-marketing and Co-Branding Opportunities**
- **Special Programming for our VIP / Haven Guests**
- **Private Label Credit Card** *(if applicable)*
- **Proposed Number of Onboard Staff Required**

**Our detailed customer service policy, terms and conditions will be provided upon request*

The Blue Tank

Our US-based customer service department is dedicated to providing all after-sales service needs of our clients in a prompt and professional manner.

Our “white glove” approach allows our guests to shop with confidence knowing that they are making a purchase with an American based company that handles all of its customer service in-house from reception to repairs. In partnership with Norwegian, we will have a dedicated customer service team specifically for Norwegian Guests.*

CSR's for Norwegian

We Work While Others Play

Diamonds International employs thousands internationally between our New York and Miami Free Zone offices, island staff, and new US retail locations. In South Florida alone, we have over 100 employees to support our onboard and shoreside operations.

- Receiving, Processing, and Shipping*
- Merchandising, Custom Orders, and Jewelry Repair
- Customer Service and CCC Loyalty Program
- State-of-the-Art Watchmaking Facility
- Human Resources
- Print, Digital, and Film/Video Marketing

** All shipping and logistics of merchandise to the vessels will be at the sole expense of Gift Shop partner.*

Small Details = Big Results

Our store planning division will generate a custom retail footprint based on ideal traffic flow, guest engagement, and strategic brand placement to maximize onboard revenue while maintaining optimal guest experience.

We will leverage the global ad campaigns from our luxury brand partners to ensure that onboard marketing aligns with Norwegian creative.

Operational Requirements:

- Customer Service Policy
- **Concepts, Themes, and Brand Partnerships**
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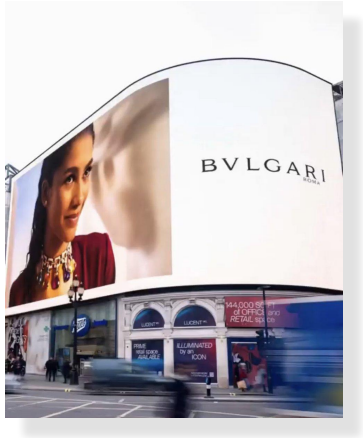

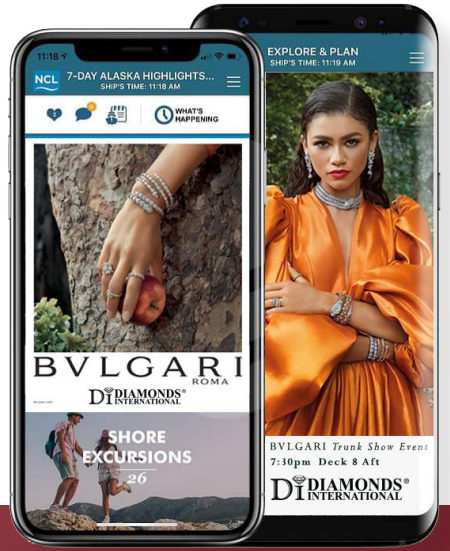

As an example the new Bulgari campaign with Zendaya

Making the Most of the Retail Footprint

You Want Brands? We've Got Them.

Diamonds International has a successful record of maximizing every inch of retail space.

Whether in a 10,000+ square foot mega store or a 250 square foot pop-up shop, we are proud to be authorized retailers to some of the most exceptional luxury brands on the planet. We can leveraging our global brand partnerships* to create an engaging and revenue driven retail footprint. Our relationships with Swiss watch brands & internationally renown jewelry designers allows us to create a luxury shopping experience unlike any other.

**Brands to consider are contained, but are not final.*

CROWN OF LIGHT® · DIAMONDS® INTERNATIONAL · SAFI KILIMA TANZANITE · DE BEERS FOREVERMARK

BREITLING 1884 · BREMONT CHRONOMETERS · BVLGARI · Cartier · Chopard · CITIZEN · HUBLOT · HAMILTON

IWC SCHAFFHAUSEN · JAEGER-LECOULTRE · JOHN HARDY EST BALI 1975 · LONGINES · MONT BLANC · MOVADO SWISS HERITAGE | MODERN DESIGN · OMEGA · PANERAI

PIAGET · TAG HEUER SWISS AVANT-GARDE SINCE 1860 · TISSOT · ULYSSE NARDIN SINCE 1846 LE LOCLE - SUISSE · ZENITH SWISS WATCH MANUFACTURE SINCE 1865

Operational Requirements:

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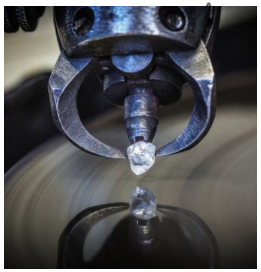
Product Is Our Advantage

With Diamonds International onboard the Norwegian guest is treated to an unparalleled product mix.

Our assortment of diamonds and tanzanite has the expanse and capability to appeal to everyone, from affordable fashion jewelry to high-end, one-of-a-kind couture pieces exceeding $1M.



De Beers Sightholder

- As one of only 90 sightholders, our partnership with De Beers allows us to keep a constant replenishment of the highest quality product.
- We are held to the strict list of standards and criteria known as the “Best Practice Principles.”

Operational Requirements:

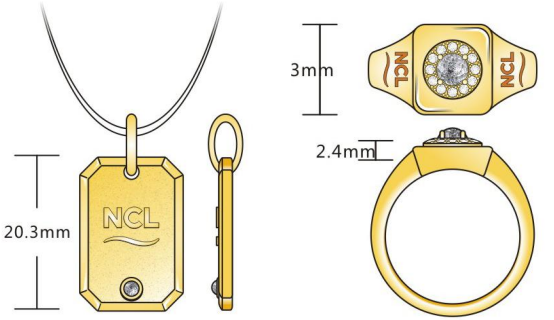
- Customer Service Policy
- Concepts, Themes, and Brand Partnerships
- Suggested Product Mix
- **Co-marketing and Co-Branding Opportunities**
- Special Programming for our VIP / Haven Guests
- Private Label Credit Card *(if applicable)*
- Proposed Number of Onboard Staff Required

Discerning jewelry for the cruising connoisseur.

Let's Collaborate.

We understand the immense power of the Norwegian brand and want to develop co-branded jewelry that leverages the loyalty of your valued guests and drives revenue.

As a vertically integrated manufacturer, we have the capability to create, from concept to completion, customized co-branded merchandise in collaboration with your shoreside teams at any price point.



This is just one example of how we can create custom co-branded merchandise for Norwegian.

Content that Stands Out from the Rest!

Custom Partnership Jewelry, Shopping Bags and Packaging, Stationery Systems, and Event Collateral

Our in-house marketing team is capable of creating and producing all necessary posters, magazines, stationery, brochures, and print media necessary to build and support a full shopping program.

We're currently creating a full co-branded & co-marketed jewelry collection for our partnership with Disney Cruise Line. But we can't share it with you because it's a secret.

Operational Requirements:

- **Customer Service Policy**
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Superstar Worthy Treatment

Introducing Our Luxury Division

The Crown of Light Connoisseur Club (CCC), is an exclusive, invitation only membership for our highest-value clients.

Our concierge team goes the extra mile to guarantee loyalty, trust, and superior customer care.

Previous CCC experiences include VIP shuttles in port, private excursions, birthday and anniversary celebrations, and complimentary lunches ashore.

This program can be extended to include Norwegian's VIP & Haven Guests that make qualifying purchases onboard.

Operational Requirements:

- Customer Service Policy
- Concepts, Themes, and Brand Partnerships
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- Proposed Number of Onboard Staff Required

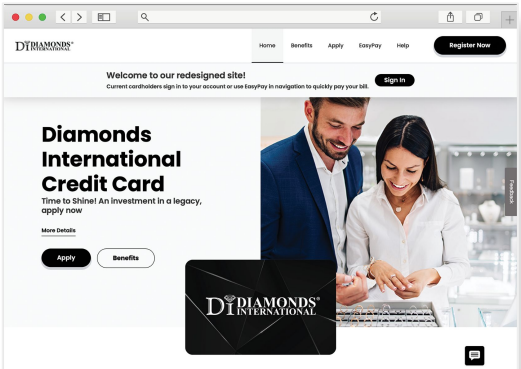
Sparkle Now, Pay Later!

Every guest's dream can become a reality with Diamonds International's convenient financing options.

With 0% interest and flexible payment options, our credit card makes our most extraordinary merchandise attainable for everyone.

Our credit card can become private labeled and branded specifically for Norwegian.

Convenient online account management and toll-free customer assistance



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- **Proposed Number of Onboard Staff Required**

A Premium Sales Team with Professional Closers

To accommodate the onboard fine jewelry and luxury watch business we propose a team of:

- Five Sales Professionals
- One General Manager
- One Shopping Ambassador Role

We will utilize the talent pool from our highly trained on-island teams and select the top performers for our onboard business.

** Assume daily onboard meal expense of $20 / staff member / day with no annual increase.*

THE **GRAND OPENING**

Gift Shop Concept & **Proposal**

Hooray!

We also have 5 US Stores!

Gift Shop Concept Proposal:

- **Innovative Design Concepts & Brand Assortments that Make the Best Use of the Retail Footprint**
- **Outline Gift Shop Concepts along with Capability to Utilize Smart Technology (QR Codes, VR Technology, Shopping App / Mobile Technology, Digital / Touchscreen Marketing, Digital Kiosks, etc.)**
- **Ability to embed Shopping App into Norwegian Cruise App**
- **Other specific Operational or IT Requirements that will be Required**

From Concept to Completion

Diamonds International's store planning and design division has an in-house carpentry and fabrication branch that manufactures showcases for all our locations. We are capable to undertake custom store build-outs with innovative use of space while highlighting our global luxury brand partners.

HUBLOT
DIAMONDS INTERNATIONAL

THE GRAND OPENING: **Retail Footprint**

THE GRAND OPENING: **Retail Footprint for Disney Cruise Line**

Amp-Up the Shopping Experience

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It's time to bring your brand to life with innovative shopping solutions and retailtainment experiences such as a rough stone masterclass, meet the designer exclusive voyages, and master watchmaker events.

We can create interactive seminars that highlight a diamond's extraordinary journey from mine to market in either a virtual space or retail space.

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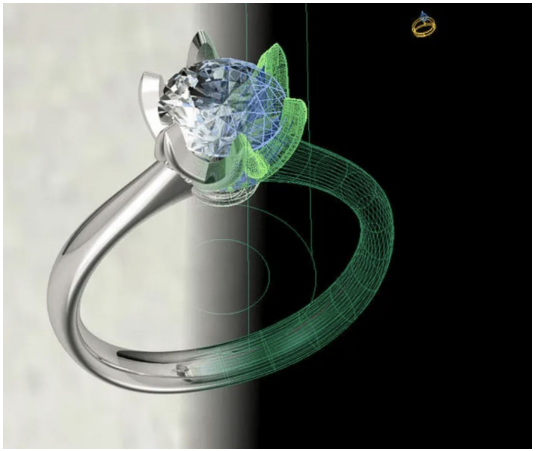
AR & VR Technology

We have a large selection of our best selling internal collections that have been converted into 3D / VR based images. This has been an ongoing process over the last 18 months.



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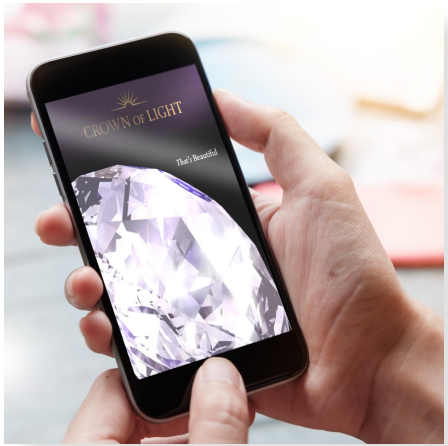
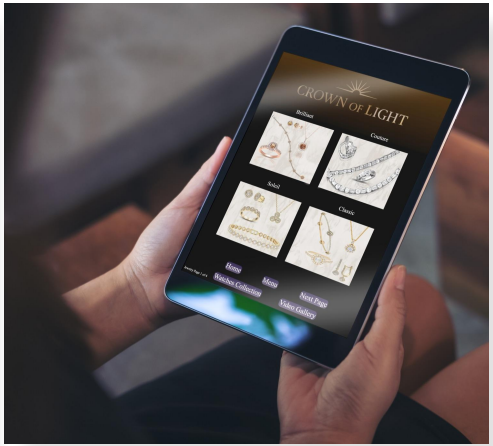
New Shopping Platforms

Whether lounging by the pool or from their balcony, our customized Crown of Light application gives guests the flexibility to explore and shop our collections available onboard either through our app or yours.





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21st Century Luxury Retail

We have multiple technology partners and can create a revolutionary, interactive, and digitally augmented shopping experience that dramatically improves sales per square foot to maximize the limited space available onboard.

From interactive mobile kiosks to sliding touchscreen marketing options, we can provide Norwegian with the most up to date options in retail technology.

We've got this and so much more!

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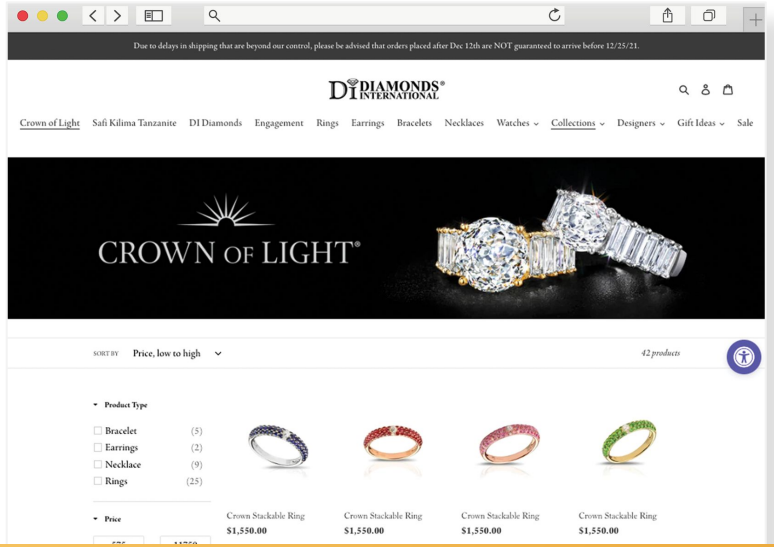
- **Ability to embed Shopping App into Norwegian Cruise App**
- Other specific Operational or IT Requirements that will be Required

Our Entire Inventory at Their Fingertips

Through our partnership with Shopify, we are able to provide a custom API that will allow your guests the ability to browse and shop at diamondsinternational.com directly from the Norwegian Cruise App.



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- **Other specific Operational or IT Requirements that will be Required**

We Don't Ask For Much

To provide an optimal operational flow, based on our recent successes with onboard revenue, we kindly request, at minimum:

- Access to a Safe Onboard
- Minimal Storage (jewelry and watch boxes, bags, gifts with purchase, collateral, certificates)
- Shipboard Telephone with Access to Outside Line (banks, financing)
- Stable Internet Access for Our Internal POS and Merchandise Management Software (Ideal connection speed would be 20mb up and 20mb down)
- Single Berth Cabin for Store Manager

Further details can be discussed.

OUR **SHOPPING AMBASSADOR** PROGRAM

Hiring, Training, and Treating **Guests** Like **Gold**

Our **Shopping Ambassador** Program

ensures that your guest's experience is *always* our number one priority.

A successful Shopping Ambassador builds strong relationships throughout the voyage and creates memorable moments as guests commemorate their cruise vacation. Whether it's exclusive Norwegian merchandise or luxury purchases, we want to ensure that your guests receive a clear, consistent message that empowers them to shop with confidence.

The Shopping Ambassador can turn any day into endless excitement through presentations, surprise unveilings, and unique gifts to celebrate significant occasions.

PROGRAM **OVERVIEW**

The Shopping Ambassador will be a Trustworthy Shopping Consultant Onboard

This individual will host thoughtful and emotionally engaging presentations and events onboard. They will work closely with other revenue departments to bring awareness to shopping opportunities while focusing on experiences and stories beyond product and promotion.

The Shopping Ambassador Program's main objective is to provide an enhanced guest experience, drive revenue, and become the "face and voice of shopping."

This role is critical to the success of the shopping program and they will be responsible for managing the program.

PROGRAM **DESCRIPTIONS**

KEY OBJECTIVES

- Provide an enhanced guest experience
- Drive revenue
- Educate guests about shopping experiences through thoughtful and emotionally engaging presentations

RESPONSIBILITIES

- Provide informative presentations
- Host in-store events
- Offer personal shopping opportunities
- Attend cross-promotional events
- Partner with Haven Concierge to support their VIP guests
- Generate TV channel content
- Close sales in store

EVENTS and **ACTIVITIES**

MAIN EVENTS

- Welcome Aboard Event
- Shopping Spotlight Show
- Safi Kilima Tanzanite Event
- Crown of Light Event
- Gemstone Masterclass
- History of Timepieces Event

ONBOARD SHOP EVENTS

- Timepiece Unveilings and Events
- Diamond Upgrade Event
- Complimentary Welcome Charm
- Luxury Brand Specific Events

CROSS-PROMOTIONAL EVENTS

- Beverage Tastings
- Supply Prizes for Entertainment Events
- Step & Repeat Photography Events

DI will continue to provide a multicultural and inclusive crew member in which every guest can identify.

THE **HIRING** PROCESS

How do we recruit?

DI uses recruitment websites and referrals to obtain applications. All candidates are vetted by the HR team, complete a background check, and participate in a one-on-one interview with the Hiring Manager.

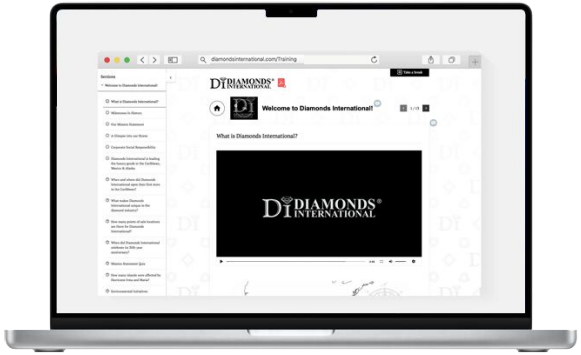
All qualified applicants are reviewed by the Regional Director, General Manager, and Director of Operations before the final interview process. Applicants also complete multiple introductory training modules and are asked to provide video presentations to ensure they understand our company, products, and the Norwegian culture.

The hiring process is a collaboration between all shoreside hierarchy levels, with the Hiring Manager having final input prior to onboarding and training. Throughout the training process, feedback is provided to the General Manager, who determines whether the applicant will join a ship.

Will Norwegian participate in the hiring process?

Norwegian will be provided the opportunity to have a short conversation with selected crew members before their ship assignment. Any feedback regarding the applicant can be shared with the General Manager for consideration.

DI strives to ensure all crew members working onboard Norwegian ships exceed expectations with regard to product knowledge, public speaking ability, customer service, and Norwegian culture.



THE **TRAINING** PROCESS

What is the training process?

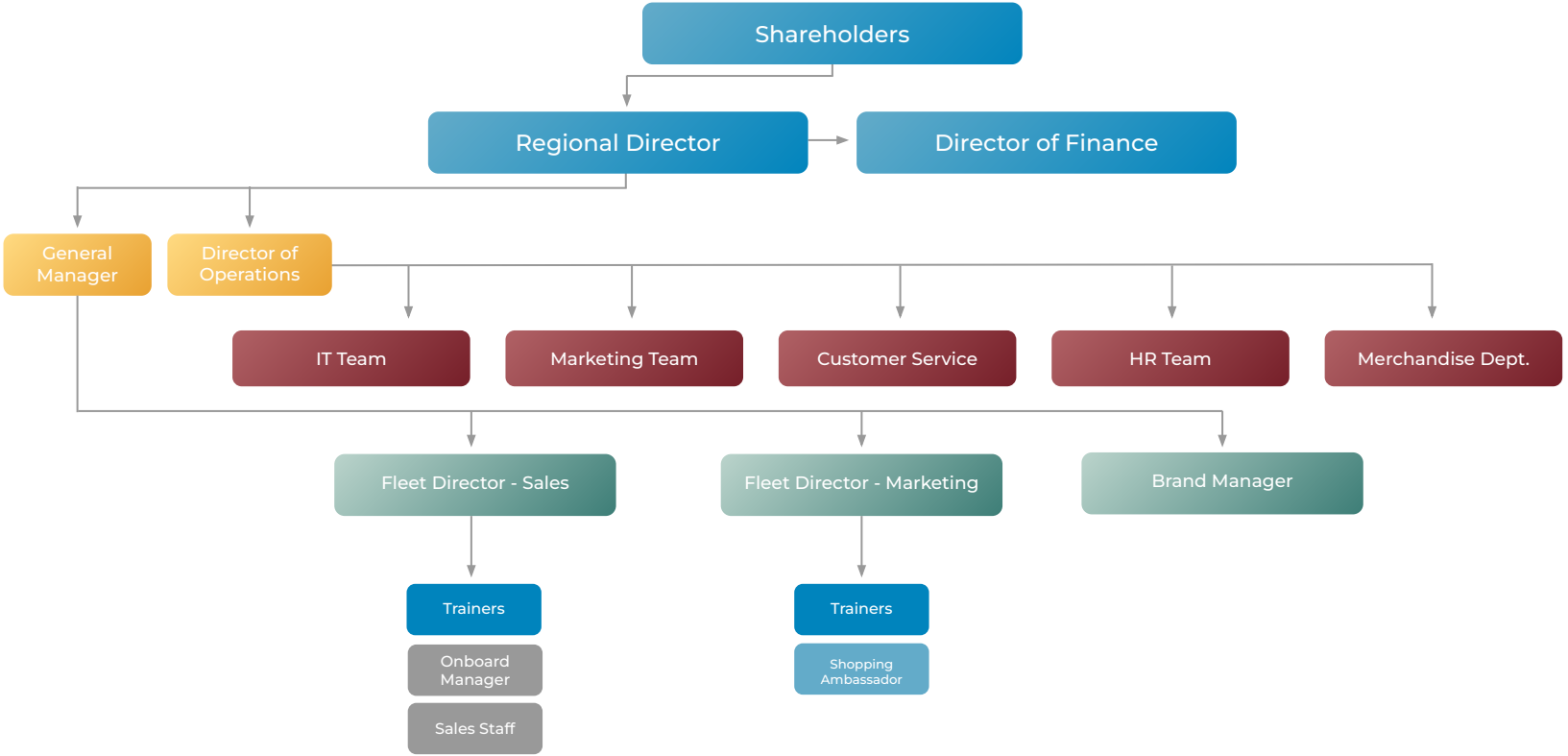
DI uses a combination of digital platforms for training, including brand-specific apps, online video, and in-person onboarding. In addition, we have partnered with an award-winning e-learning platform that simplifies and accelerates Diamonds International's learning and training development. Based on our experience, employees prefer more action-oriented courses with real-life scenarios. Our modules include case studies, videos, quizzes, and other stimulative content making e-learning engaging for everyone.

Will staff have the opportunity to be trained by Norwegian about the Norwegian culture?

We intend to provide as much Norwegian specific training as possible to ensure all staff join their vessel with the Norwegian culture in mind. We will work alongside Norwegian to coordinate in-person trainings and create an in-house Norwegian training protocol prior to any crewmember boarding a ship.

What is the timeline required to hire and train staff before getting them onboard?

Training timelines fluctuate with each crew member. However, it takes roughly 1–2 months to complete all required training, medicals, and necessary visa paperwork. We ensure all staff are fully trained by our external luxury brand partners in addition to their DI training. Additionally, all Shopping Ambassadors (SA) will provide a full written handover and communicate with oncoming SA's prior to ship changes to allow all new staff to step onboard without disruption to the cadence of events.


Shareholders
Regional Director
Director of Finance
General Manager
Director of Operations
IT Team
Marketing Team
Customer Service
HR Team
Merchandise Dept.
Fleet Director - Sales
Fleet Director - Marketing
Brand Manager
Trainers
Onboard Manager
Sales Staff
Trainers
Shopping Ambassador

OUR **PLAN** IS **TRIPLE LAYERED**

We intend to staff the onboard operations with seasoned and knowledgeable staff, tapping into our pool of talent currently working in The Caribbean, Alaska, and Mexico.

SPECIFIC **JOBS** FOR
PORT SHOPPING PROGRAM:

- **Fleet Directors**
- **Brand Manager**
- **Customer Service**
- **Digital Specialists**
- **Art Director**
- **Video Production**
- **Human Resources**

FIRST LAYER: **Onboard Management** and **Staff**

Store Managers*

Responsible for the day-to-day operations of the luxury stores onboard the ship. Reporting to the Fleet Director-Sales and directly communicating with the Norwegian Merchandise Manager, Hotel, and Cruise directors.

Shopping Ambassador (SA)*

The Shopping Ambassador's main objective is to provide an enhanced guest experience, drive revenue, and educate guests about shopping opportunities onboard. In addition, the SA will be a trustworthy consultant and concierge throughout the voyage.

Sales Associates*

Top performing and guest-centric sales associates from our thousands of employees are hand-picked and thoroughly vetted for Norwegian to increase revenue while maintaining Norwegian standards.

** Assume daily onboard meal expense of $20 / staff member / day with no annual increase.*

A designated team will be responsible for managing all aspects of the Shopping Program. This includes training Shopping Ambassadors, media sales for external brands, and customer service for all available onboard merchandise sold by Diamonds International.

SECOND LAYER: **Designated to Norwegian**

Fleet Director - Sales

Responsible for management and communication with the onboard team and shipboard management. As an integral member of the training team, this Fleet Director will lead new hire training for sales associates and travel between ships for continued training and development. The Fleet Director will be the main liaison for sales staff and the Team Lead.

Fleet Director - Marketing

Responsible for scripting, training, and coaching Shopping Ambassadors to maximize revenue while engaging guests in a fun and exciting shopping experience. This Fleet Director will travel between ships for continued training and development opportunities with a focus on the Shopping Ambassadors and cross-promotion opportunities onboard.

Brand Manager

Responsible for developing and maintaining a luxury brand promotional program, including media buys for television, digital, print, and spoken advertisement. The Brand Manager will be responsible for creating brand strategies, monthly sales reports, and driving external brand growth while maintaining Norwegian's high standards.

THIRD LAYER: **Head Office Support**

Customer Service Team (CSR)

A designated team of customer service representatives are already in place to oversee all DI onboard sales. Additional customer service team members will be added to manage the Norwegian shopping program.

Our CSR team is also able to offer custom orders and top-of-the-line jewelry and watch repair services.

Diamonds International onboard and ashore will uphold the requested 30-day money-back guarantee.

Digital Reputation Management Specialist

Responsible for notifying customer service if any representation of Norwegian and DI are found online. This will ensure DI and Norwegian can respond to positive comments while addressing any negative comments appropriately through customer service specialists.

Art Director / Video and Production Team

DI is proud to employ an Art Director with a breadth of experience in publication design. We have the ability to create an e-magazine to promote onboard Norwegian experiences as well as onboard and shoreside shopping opportunities.

Additionally, we have an in-house video production team capable of producing video content for all onboard shopping.

Human Resources Team (HR)

The HR Team will work alongside the Operations team to recruit, interview, hire staff, and maintain a record of all visas, pertinent information, and certificates to join the ship. HR will record all positive and negative reports and comments for crew members and assist with ship placements. In addition, HR will maintain the standards required for Lloyds Certification, including keeping all records, handbooks, and sensitive documents.

THE **FUTURE** OF **TECH** IN **RETAIL**

IT Requirements & Management

IT Requirements:

- **IT Infrastructure Requirements**
- **POS and Systems Integration Requirements**

IT for Experiential Retailing

Our IT needs are minimal but necessary for the best operational success and premier guest experience

Ideally, we would provide the following:

- Our own Store Laptop, iPad (2x), Color Printer and Scanner, Retail Tag Printer, Handheld Scanner, and Receipt Printer*

Additionally, we would provide a list of websites required to be “Whitelisted.”

Pending Norwegian providing hardware, we would require installation of a Citrix Receiver for connection to our POS software and xenstore site.

Finally, we would need access to closed-circuit camera system inside the fine jewelry area for jewelry security.

**This list is not exhaustive.*

Don't forget the calculators!!

IT Requirements:

- IT Infrastructure Requirements
- **POS and Systems Integration Requirements**

The Heart of Retailing

Point of Sale (POS) and System Integration Requirements is the beating heart of our retail services. POS plays an integral role between store, guest purchasing and back-end systems.

As an intuitive, simple and fast system POS-Fidelio Integration is key and we understand that all costs are assumed.

Best Solutions:

When working in today's climate, agility is key. To win in retail we quickly focus on areas to add growth. We provide our teams with the latest details on innovations where needed as best practices are important to everyone's success.

OUR **FINANCIAL** BID

We **Invest** In **Opportunities**

Financial Proposal:

- **Revenue Share Proposal**
- **Revenue Share by Product / Service**
  Noting Annual Escalations Proposed
- **Minimum Guarantee Amounts**
- **Annual PPD Escalations**
- **Capital Investment Contributions**
- **Signing Bonus**
- **Pre- or Post-Cruise Revenue Opportunities**

Sharing is Caring

Diamonds International provides incredible value to it's partners through flexible and mutually beneficial profit sharing programs.

Our distribution of profits are shown in the following financial proposal.

Financial Proposal:

- Revenue Share Proposal
- **Revenue Share by Product / Service**
  Noting Annual Escalations Proposed
- Minimum Guarantee Amounts
- Annual PPD Escalations
- Capital Investment Contributions
- Signing Bonus
- Pre- or Post-Cruise Revenue Opportunities

NOTE: Norwegian / Concession Staff, Officers and Corporate employee's discounts offered at 15% and VPs and above at 25% of Gross Revenue for all rent bins / merchandize categories.

Revenue Share Model & Offering

Fine Jewelry: Revenue Share 40%

With potential for expanded offering (loose diamonds and gems).

Potential Product Assortments: Loose diamonds and gemstones, diamond and gemstone jewelry, wedding / engagement / anniversary rings, bracelets, necklaces / pendants / chokers, earrings and cocktail rings.

Financial Proposal:

- Revenue Share Proposal
- Revenue Share by Product / Service
  Noting Annual Escalations Proposed
- **Minimum Guarantee Amounts**
- Annual PPD Escalations
- Capital Investment Contributions
- Signing Bonus
- Pre- or Post-Cruise Revenue Opportunities

At the Very Least, You'll Walk Away With...

Our Minimum Annual Guarantee (Gross PPD) —

Norwegian Cruise Line Ships	Itinerary: Europe/Mediterranean North America	Itinerary: Caribbean & Bermuda
Leonardo 3	**$1.6**	**$6.3**
Leonardo 4	**$1.6**	**$6.3**

Financial Proposal:

- Revenue Share Proposal
- Revenue Share by Product / Service
  Noting Annual Escalations Proposed
- Minimum Guarantee Amounts
- **Annual PPD Escalations**
- Capital Investment Contributions
- Signing Bonus
- Pre- or Post-Cruise Revenue Opportunities

We Focus on Your Tomorrow

Minimum Guarantee amounts will increase **2% annually**.

We hope that our partnership will continue to grow over time.

Financial Proposal:

- Revenue Share Proposal
- Revenue Share by Product / Service
  Noting Annual Escalations Proposed
- Minimum Guarantee Amounts
- Annual PPD Escalations
- **Capital Investment Contributions**
- Signing Bonus
- Pre- or Post-Cruise Revenue Opportunities

We Got Your Back

Diamonds International locations are known for providing an elevated and luxury shopping experience. To ensure this high-quality experience onboard Norwegian ships, we understand that we need to invest in the retail space.

Our Capital Investment Contributions will be **$300,000 per ship**.

Our Capital Investment Contribution will be an investment in our partnership and thriving future together.

Financial Proposal:

- Revenue Share Proposal
- Revenue Share by Product / Service
  Noting Annual Escalations Proposed
- Minimum Guarantee Amounts
- Annual Revenue Share Escalations
- Capital Investment Contributions
- **Signing Bonus**
- Pre- or Post-Cruise Revenue Opportunities

Great Realizations!

We realize you have many options for your onboard partnerships, we would like to offer:

$1,000,000 per ship (Leonardo 3 & 4).
Payable over 5 years

We are committed to the success of Norwegian Cruise Line and continued revenue growth onboard.

Financial Proposal:

- Revenue Share Proposal
- Revenue Share by Product / Service
  Noting Annual Escalations Proposed
- Minimum Guarantee Amounts
- Annual Revenue Share Escalations
- Capital Investment Contributions
- Signing Bonus
- **Pre- or Post-Cruise Revenue Opportunities**

The Value of Pre- & Post-Cruise Deals

The onboard shopping opportunities and brands should be highlighted on NCL.com to engage and excite guests about the brands available onboard.

Pre-Cruise:
Guests can pre-order luxury items for birthdays, anniversaries and special occasions to be delivered once onboard.

Post-Cruise:
Forgot something? Many times guests think "*Oh I wish I bought…*". We can work with the Norwegian team to discuss drop-ship availability on items that guests still want to purchase post-cruise.

OUR FINANCIAL BID: WE **INVEST** IN **OPPORTUNITIES**

The entire Diamonds International team would like to extend it's deepest gratitude for your consideration in this proposal.

OUR BID SIMPLIFIED:

TERM: **5 year period starting on launch of respective ship**

CATEGORIES: **Fine Jewelry**

REVENUE SHARE: **40%**

ANNUAL GUARANTEE:
Europe/Mediterranean/ North America = $1.6
Caribbean & Bermuda = $6.3

MINIMUM GUARANTEE INCREASE: **2%**

CAPITAL EXPENDITURE: **$300,000 per ship**

SIGNING BONUS: **$1,000,000 per ship, payable over 5 years**

WITH OUR **GRATITUDE**

DIAMONDS® INTERNATIONAL

Thank you Norwegian!