



Every diamond carries a story.

KNOW WHERE IT COMES FROM.

ORIGIN · PROVENANCE · TRANSPARENCY · TRUST

TUMELO[®]

too-MEH-loh

In Setswana, the word Tumelo means faith.

It comes from go dumela - to believe.

A related word, Boitumelo, means joy.

In Tswana philosophy, joy is not separate from faith. It grows from it.

When we believe in love, in people, and in the future, that belief becomes happiness.

ABOUT THE BRAND

TUMELO by VEER is a curated collection of natural diamonds and jewelry sourced from Botswana - connecting beauty with verified origin.

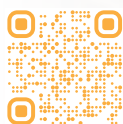


Colors of the Botswana National Flag

*The greatest stones carry
the greatest weight.*

ELEPHANT
TLOU

Symbol of wisdom,
memory, and leadership
in Botswana culture.



with ♥ from Botswana[®]

veer.diamonds/botswana



THE TUMELO[®] ORIGIN PROMISE

Provenance Verified

1. **NATURAL**

Every TUMELO diamond is 100% natural - formed over billions of years. Never synthetic. Never simulated.

2. **BOTSWANA ORIGIN**

Mined in Botswana, including the legendary Jwaneng and Orapa mines.

3. **CONFLICT-FREE**

Verified compliance with the Kimberley Process and global ethical standards.

4. **BLOCKCHAIN VERIFIED**

Registered on TRACR with blockchain-backed provenance verification.

5. **COMMUNITY IMPACT**

Diamond revenues support schools, healthcare, and livelihoods across Botswana.

6. **RETAIL CONFIDENCE**

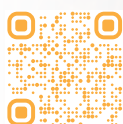
Provenance your customers can understand.
Origin they can trust.

origin · provenance · transparency · trust

*The rarest stones are shaped
by the fiercest forces.*

**LION
TAU**

A symbol of courage,
protection, and leadership.



with ♥ from Botswana[®]

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Blockchain Provenance.

Verified by GIA.

TRACR traces a natural diamond's journey from source to sale through an immutable blockchain record. TUMELO provides verifiable Botswana provenance through TRACR.

BOTSWANA PROVENANCE VERIFIED FROM SOURCE

GIA × TRACR - What It Means

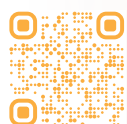
- 1. SOURCE**
Mine Recovery
- 2. REGISTERED**
TRACR ID
- 3. TRANSFORMED**
Cut & Polish
- 4. VALIDATED**
GIA Provenance
- 5. VERIFIED**
Origin Confirmed

Through GIA's Provenance Powered by Tracr™ program, eligible diamonds can be linked to a verified Botswana provenance record.

*What is truly rare
never asks to be seen.*

LEOPARD
NKWE

Symbol of instinct,
independence, and
quiet power.



with ♥ from Botswana®

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FROM

BOTSWANA.

Provenance Verified

A NATION BUILT ON DIAMONDS

Diamond revenues have supported Botswana's development, helping fund infrastructure, education, healthcare, and economic growth.



DESERT
DIAMONDS

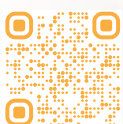


Born beneath the Kalahari Desert, these natural diamonds reflect the unique landscapes, heritage, and provenance of Botswana.

*What endures pressure
becomes extraordinary.*

RHINO
TSHUKUDU

Represents resilience,
endurance, and strength.



with ♥ from Botswana®

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COME TO THE SOURCE.

EXPERIENCE THE ORIGIN OF
BOTSWANA'S NATURAL DIAMONDS.



HOUSE
OF
BOTSWANA
ROOTED IN ORGANIC LUXURY

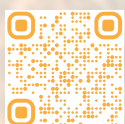
House of Botswana has appointed VEER as their business ambassador to the independent retailers. Through this collaboration VEER can take independent retailers to the heart of the diamond mines in Botswana.

We welcome you to join us for this fascinating, one-of-a-kind experience.

*Legacy is built
over generations.*

**BUFFALO
NARE**

Symbol of endurance,
protection, and unity.



with ♥ from Botswana®

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THE DIAMOND & DELTA EXPERIENCE

PRIVATE INDUSTRY ACCESS

8 DAYS / 7 NIGHTS

EXCLUSIVELY FOR
VEER RETAIL PARTNERS

ethical · authentic · timeless · treasured



STAY 4 NIGHTS

Avani
Gaborone
Resort &
Casino
or similar

DAY 1 ARRIVAL - GABORONE

- Reception / Arrival of Guests
- To be collected from S.S.K.I. Airport to hotel

DAY 2 MIDSTREAM IMMERSION

- Welcome Breakfast & Briefing
- Diamond Trading Company Botswana (DTCB) Visit
- Okavango Diamond Company (ODC) Visit
- Cutting & Polishing Facility Tour
- Private Hosted Dinner

DAY 3 PRIVATE MINE EXPERIENCE

Exclusive access to either:
Orapa Mine or Jwaneng Mine

DAY 4 MINISTRY & DIAMOND HUB

- Courtesy call to Minister of Minerals & Energy
- Business Meeting with Executives in Ministry of Minerals & Energy, with Diamond Hub
- Private Diamond Viewing
- Dedicated time for Diamond Trading & Procurement

PRIVATE DIAMOND VIEWING

Bring your diamond wishlist.

Enjoy exclusive instant rebates on diamonds purchased in Botswana.



STAY VARIABLE NIGHTS

Chobe Game
Reserve
Lodges
or similar.

or

Delta Camps
or similar.

DAY 5 ENJOY A JOURNEY THROUGH THE WILDERNESS

Option 1: CHOBE GAME RESERVE Option 2: OKAVANGO DELTA

- Flight to Kasane (one way)
- Game Drives
- Sunset Cruise
- Kazungula Experience
- Mokoro Safaris
- Sundowners in the Wild
- Wildlife Experiences
- Boma Evenings

DAY 6-7 CONTINUE YOUR WILDERNESS EXPERIENCE

- Game Drives
- Nature Walks
- River Activities
- Exceptional Wildlife Encounters
- Relaxation

DAY 8 DEPARTURE

Departure for Kasane to Johannesburg.

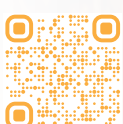


Uniqueness is nature's
rarest signature.

ZEBRA PITSE YA NAGA

Represents balance,
harmony, and unity in
Botswana's natural heritage.

*Delegates will be responsible for arranging and covering their own airfare.
Submit airline confirmations to VEER upon RSVP confirmation at travel@veer.diamonds.



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