

#### WORLDIA NICE NOVA DIAMOND TECHNOLOGY (JIAXING) CO., LTD.

Tel.: 0573-82271520

Email: marketing@nicenova-diamond.com

Address: Plant 5 #, No. 1136 Bazi Road, Gaozhao Street, Xiuzhou District, Jiaxing

City, Zhejiang Province, China

Web: www.nicenova-diamond.com/en



Loose Diamond · Diamond Jewelry

WORLDIA NICE NOVA DIAMOND TECHNOLOGY (JIAXING) CO., LTD.

# **COMPANY PROFILE**





Worldia Nice Nova Diamond Technology (Jiaxing) Co., Ltd. (referred to as Nice Nova Technology) was established in March 2022 with a registered capital of 100 million RMB.

Nice Nova Technology is a wholly-owned subsidiary of Beijing Worldia Diamond Tools Co.,

Ltd. (stock code: 688028), one of the first listed company on the Science and Technology

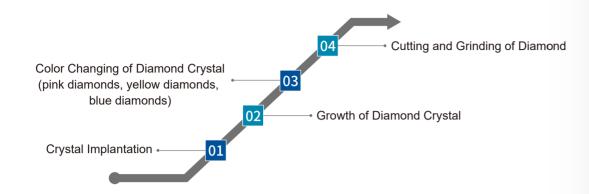
Innovation Board. The main products are CVD lab-grown diamond and functional materials.

The CVD lab-grown diamond and diamond functional material project was invested and constructed by Nice Nova Technology with a total investment of 330 million RMB. The project follows the mature CVD process technology of the parent company and introduces high-end CVD production equipment. The company plans to be built in three phases and complete the construction of all projects in December 2024. The annual output could reach 200,000 carats when it is fully completed and put into production. At present, the company has completed the first phase of production and has used 100 CVD microwave equipment for the production of grown diamonds and diamond functional materials.

The Technology's R&D personnel of Worldia Nice Nova Diamond Technology (Jiaxing) Co., Ltd. are mostly postgraduate and doctoral degree holders, and have many years of experience and technology in the production of single crystal and polycrystalline diamonds. In the future, Nice Nova Technology will be committed to the production and manufacture of CVD lab-grown diamonds and functional materials, continuously improve product quality and technology, and provide better services to customers.



#### **Cultivation Process of CVD Lab Grown Diamond**



MPCVD(Microwave Plasma Chemical Vapor Deposition) is a method of producing diamond, and it has reliable stability and repeatability. Due to its high power density, it can deposit high-quality single crystal and polycrystal diamond for a long time while ensuring the growth rate.

Steps for the MPCVD system of producing diamond:

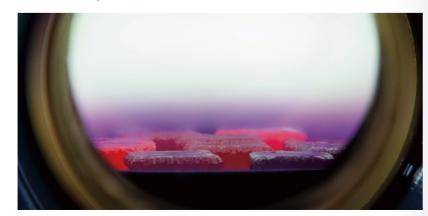
**Introduction of Gas Mixture:** A gas mixture such as hydrogen and methane is introduced into the reactor.

**Plasma Generation:** The mixed gas in the chamber is affected by microwaves to generate plasma, and the gas molecules are decomposed into ions and free radicals

**Diamond Growth:** The ions and free radicals generated by dissociation react and deposit on the surface of the diamond seed crystal.

**Growth Conditions:** Growth conditions (pressure, temperature, gas flow rate and etc,) are strictly controlled to ensure the quality and size of the grown diamonds.

**Cooling:** Once the diamond growth is complete, the substrate is cooled slowly to prevent any thermal shock damaging the diamond.





# **CVD Diamond Cultivation Environment and Inspection Environment**



Inspection of Semi-finished Rough Diamond



Inspection of Finished Loose Diamond



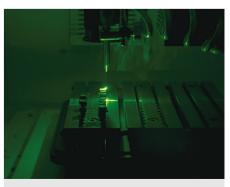
Inspection of Manufacture Procedure



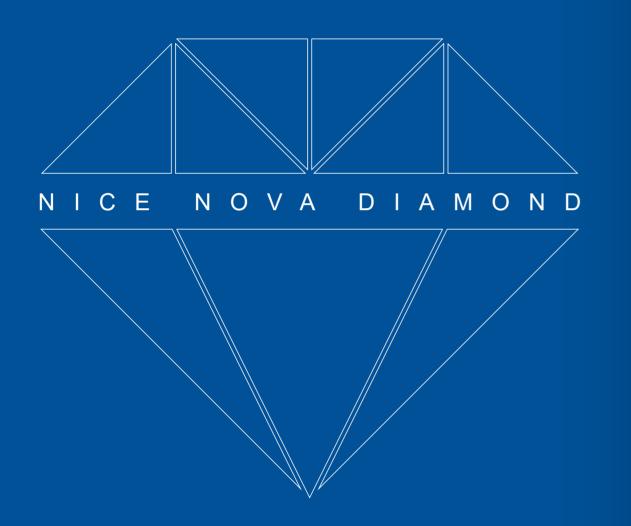
**CVD Reaction Chamber** 



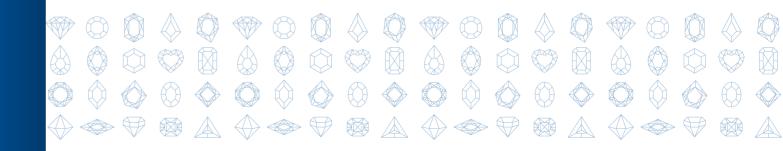
Water-jet Guided Laser - Diamond Cut



High Quality Green Laser - Diamond Cut



# 01 LOOSE DIAMOND





#### **Loose Diamond**

CVD loose diamonds are cut and polished from rough diamond, which can be used for jewelry inlays and luxury decorations.

Based on the high-level CVD technology research and development advantages, lab grown diamonds produced by Worldia Diamond with high stability and consistency.

In addition to the white loose diamond, we could also provide different color diamond such as pink diamond, blue diamond, yellow diamond and so on.

Besides, we could offer different diamonds sizes and cut shapes and customized products are also acceptable.

#### Classification of Gem Grade CVD Loose Diamond

Color Classification Parameter	White Diamond	Pink Diamond	Yellow Diamond	Blue Diamond	
Dimension of Rough Diamond	7*7*4.3mm-12*12*10mm				
Color	G Above	Fancy Pink Fancy Intense Pink Fancy Vivid Pink	Fancy Yellow Fancy Intense Yellow Fancy Vivid Yellow	Fancy Blue Fancy Intense Blue Fancy Vivid Blue	
Clarity	VVS-VS				
Weight	Loose Diamond 1-8ct, Rough Diamond 4-20ct				

#### **Learn About Lab Grown Diamonds**

There are only two sources of real diamonds

#### ①Proceeds From Mining

Natural diamonds are obtained through open pit or underground mining.

#### 2 Lab Grown Diamond

The growth environment of natural diamonds is simulated and restored in the laboratory, cultivated by chemical vapor deposition (CVD) or high temperature and high pressure (HPHT), and its chemical, physical, optical and other characteristics are exactly the same as natural diamonds.

#### Two Ways To Grow Diamonds

The process of the CVD method is that under a certain pressure and temperature, the carbon source gas turns into free carbon atoms, which are continuously deposited on the diamond plates (diamond seeds), and gradually grow into diamonds.

The process of HPHT method is to use extremely high temperature (1300-1600°) and extremely high pressure to change the molecular structure of solid carbon source to form diamond crystals.

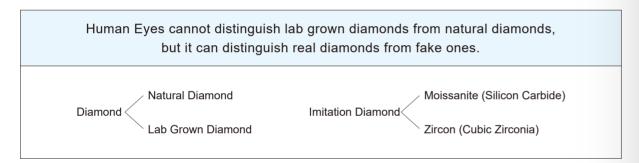
Our company applies the CVD method to produce diamonds, which could provide high-quality diamonds to customers, for example, the Type IIa diamonds which accounts for only 2% of natural diamonds, but could be grown by CVD method.



### Comparison Table Of Composition And Properties Of Lab Grown Diamonds And Natural Diamonds

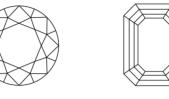
Attributes	Lab Grown Diamond	Natural Diamond	Difference
Chemical Composition	Carbon C	Carbon C	None
Refractive Index	2.42	2.42	None
Color	0.044	0.044	None
Hardness	10	10	None
Thermal Conductivity	2x103W/M/K	2X103W/M/K	None

#### The Difference Between Diamonds And Imitation Diamonds



Natural Diamond	Lab Grown Diamond		Moissanite	Zircon
Chemical Composition	С	С	SiC	Zr02
Hardness	10	10	9.25	8.5
Refractive Index	2.42	2.42	2.65	2.15
Dispersion	0.044	0.044	0.066	0.06
Visual Perception	Noble and glamorous, bright and shining		Excessive Fire	Hazy surface, blunt ridges

#### **DIAMOND SHAPES**







**ROUND** 

**EMERALD** 

CUSHION









OVAL

HEART

RADIANT

**MARQUISE** 







**PRINCESS** 

**PEAR** 

**ASSCHER** 

Shapes: Round, Emerald, Cushion, Oval, Heart, Padiant, Marquise, Princess, Pear, Asscher

Clarity: VS-VVS







MARQUISE



RADIANT



ASSCHER



**PRINCESS** 



PEAR

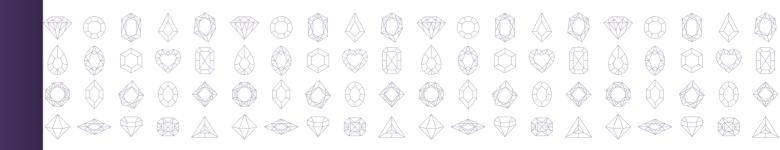








# 02 DIAMOND JEWELRY







"Anndia" brand, a symbol of lab-grown diamond, is established by Worldia (stock code: 688028) in 2019. It pursues the perfect combination of aesthetics and technology, creates high-quality, fashionable and exquisite diamond jewelry in different colors and shapes, which could reflect the concept of boldness, confidence, and advanced consumption of consumers.

Science and Technology Background "Anndia" brand is backed by Worldia group (688028.SH) which is the first batch of domestic companies listed on the Science and Technology Innovation Board Carefully Cultivation and Selection Our team has more than 16 years of CVD research and development technology accumulation support

Diamond Resource Guarantee We manufacture and market all the products by ourselves

High-quality Colored Diamonds It adopts CVD(chemical vapor deposition) technology



# **Brand Experience**

Pure and Beautiful Design

Exquisite craftsmanship

Technology and Environmental Protection

Guarantee from Authority (IGI)

**Exclusive Customization** 



# **ANNDIA**

Anndia • Lab Grown Diamond Ring Customization Experience store in Shanghai



#### **Our Mission**

#### "Enjoy Beautiful Diamonds with Endless Heartbeat":

Anndia aims to inspire your sense of "beauty" and fall in love at first sight .

#### "Colored Diamond, Colorful Life"

Life is colorful. A unique, fashionable, brave and wonderful life is as colorful as Anndia color diamonds-gorgeous and shinning. Anndia diamonds encourage you to release your inner feelings, express your personality, and pursue your own unique life!



#### Diamond:

Each "Anndia" diamond is carefully selected to encounter you and add a ray of color to your life;

#### Design:

The design concept of each "Anndia" Jewelry is derived from inspiration of life. We concern about your colorful life and meanwhile pay attention to your own pleasure;



#### Perspective:

Comprehend the "undefined" and "colorful " life,
purse with bravery; live with an independence and
participate in life as well as appreciate yourself!

Love is unique,

Condensed into a beautiful and precious crystal in the bottom of heart.

Exclusive design by collecting the memories of love and interpreting

the uniqueness of love,

Convey the love and beauty.



# The Uniqueness of "Anndia"



#### ·Multiple Uniqueness

Exclusive customization to express the unique love;

Multiple selection to interpret different preferences;

Strong support to provide high quality assurance.

#### ·Inner Shining

Technology endows special meaning to diamonds,
Inside "Anndia" diamond hides the deep heartbeats,
Shine with the charming light.



### Tell the Love Story from You

A lifetime pledge

Fate, born from here; Love, spread from here

#### The Declaration of Love

Self-pleasure: Loving yourself is the beginning of lifelong romance

Colorful diamonds will be the most powerful proof of nourishing oneself





# Exclusive Colored Diamonds Design | Write About Your Own Story

Listen and refine the idea of exclusive love elements

Interpret design concept

Select the one as you like

Special to you, special to me



# **♣** RING SHOWCASE

# Sweet Leaf Ring











# **♠** RING SHOWCASE















# **♦** NECKLACE SHOWCASE













# **♦** NECKLACE SHOWCASE

















