



## NEWS RELEASE

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### AURUM HOLDINGS LTD RE-CERTIFIED AGAINST NEW RJC CODE OF PRACTICES

LONDON - RJC announced today that Aurum Holdings Ltd, the UK jewellery retailer, has achieved Re-Certification against the 2013 Code of Practices (COP), demonstrating their company's commitment and contribution to a responsible global jewellery supply chain. They are the first jewellery retailer to be certified against the RJC's new standard.

"RJC congratulates Aurum Holdings Ltd on achieving Re-Certification. After a Member has become RJC Certified for the first time, independent verification is required at the end of each certification period to ensure continued conformance and to maintain Certified Member status. The 2013 COP includes new provisions that address important issues for RJC Members and their supply chains. The independent third party audit was conducted by Peter Warbrick from SGS, one of the qualified auditing firms accredited by the RJC," says Catherine Sproule, RJC's Chief Executive Officer - Interim.

"We are very proud to have achieved our renewal of the RJC Certification. Here at Aurum we are committed to being a responsible and ethical retailer and by achieving RJC Certification for a further 3 years we are very pleased to be able to demonstrate this continued commitment.

We place our customer experience at the forefront of everything we do. We therefore believe that the RJC Certification is recognition of our efforts to ensure our customers have confidence that we operate in a responsible way. We are also extremely proud to be the first retailer in the world to achieve 2013 COP Certification, including for our Provenance Claim for our exclusive "Canadian Ice" diamond rings. The Provenance claim verifies that we offer full traceability for the diamonds and gold used for these products.

We will continue to work with the RJC and the rest of the industry to support and embrace further improvements throughout the jewellery supply chain," says Brian Duffy, CEO, Aurum Holdings Ltd.

For further information please contact:

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#### About RJC

The Responsible Jewellery Council is an international not-for-profit standards and certification organisation. It has more than 480 Member companies that span the jewellery supply chain from mine to retail. RJC Members commit to and are independently audited against the RJC Code of Practices – an international standard on responsible business practices for diamonds, gold and platinum group metals. The Code of Practices addresses human rights, labour rights, environmental impact, mining practices, product disclosure and many more important topics in the jewellery supply chain. RJC also works with multi-stakeholder initiatives on responsible sourcing and supply chain due diligence. The RJC's Chain-of-Custody Certification for precious metals supports these initiatives and can be used as a tool to deliver broader Member and stakeholder benefit.

The RJC is a [Full Member of the ISEAL Alliance](#) – the global association for sustainability standards. For more information on RJC Members, Certification, and Standards please visit [www.responsiblejewellery.com](http://www.responsiblejewellery.com)

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### **About Aurum Holdings Ltd**

Aurum is the largest prestige and luxury jewellers in the UK, which includes the Watches of Switzerland, Mappin & Webb and Goldsmiths brands within its portfolio. Aurum prides itself on the excellent product range and unrivalled customer experience provided across the brands.

Founded in 1778, Goldsmiths is the largest quality jeweller in the UK with over 100 stores and a transactional website. Each Goldsmiths Store offers a fine selection of both classic and designer watch brands together with a strong range of gold and diamond jewellery. Goldsmiths has the largest distribution network for Rolex, Cartier, Omega, TAG Heuer and many other reputable watch brands. Goldsmiths boutique currently operates from 5 stores and is targeted to the much younger consumer.

Since 1924, Watches of Switzerland has devoted itself to selling and servicing the finest Swiss timepieces. The business is known as the leading specialist Swiss watch retailer in the UK and enjoys a reputation for unrivalled watch experience. With 14 stores and a transactional website, Watches of Switzerland is the market leader in luxury watches and just about to launch a new flagship Store at 155 Regent St London.

Founded in 1775, Mappin & Webb is renowned for combining timeless craftsmanship with superior quality and contemporary design to produce exquisite jewellery, elegant silverware, watches and glassware. Operating from 13 stores and a transactional website, Mappin & Webb is silversmith to Her Majesty the Queen and His Royal Highness Prince of Wales and has recently been appointed the Crown Jeweller, only the third jeweller in history to have this honour.

### **[RJC Certification Information – Aurum Holdings Ltd](#)**

### **[RJC Certified Members](#)**