# De Beers S.A Minerals

**De Beers S.A.**, South African company that is the world's largest producer and distributor of diamonds. Through its many subsidiaries and brands, De Beers participates in most facets of the diamond industry, including mining, trading, and retail. In the early 21st century the company marketed 40 percent of the global supply of diamonds, including those used for industrial applications. De Beers also has interests in explosives manufacturing and chemical manufacturing; in gold, coal, and copper mines; and in synthetic diamonds. Headquarters are in Johannesburg, S.Af.

Diamonds were first discovered in southern Africa in the mid-1860s on the farm of Nicolaas and Diederick de Beer, near what is now the city of Kimberley. Two diamond mines dug on the farm, the Kimberley and the De Beers, were at one time the world's most productive; they are no longer in operation.

In 1871 the English entrepreneur Cecil Rhodes bought a claim to the De Beers mine and, with this as a financial base, eventually bought up most of the diamond mines in southern Africa. In 1888 he incorporated De Beers Consolidated Mines, Ltd. To keep prices high and demand steady, Rhodes also moved to take control of world diamond distribution. By the middle of the 1890s he had formed the Diamond Syndicate, which was the forerunner of the Central Selling Organization (CSO), a more modern group of financial and marketing organizations that came to control much of the world diamond trade. It is now known as the Diamond Trading Company (DTC).

The discovery of large diamond mines near Pretoria and along the coast of German South West Africa (now Namibia) in 1902 and 1908, respectively, severely weakened De Beers's control of the diamond market. Ernest Oppenheimer, who had founded the Anglo-American Corporation in 1917, moved aggressively into the diamond industry in the 1920s, gaining control of the South West Africa mines and in 1925 creating a new diamond syndicate. He bought a seat on De Beers's board in 1926 and became chairman three years later. From this position Oppenheimer strengthened the diamond marketing monopoly begun by Rhodes.

In the 1930s, during the Great Depression, the worldwide demand for diamonds significantly declined, forcing De Beers to close several mines. To increase sales the company hired the advertising agency N.W. Ayer and Son, which soon succeeded in getting the American public to associate diamonds with social status and romance. The hugely successful slogan "A diamond is forever" was coined by N.W. Ayer in 1947. Later advertising campaigns successfully linked diamonds with the affluent, comfortable, and safe suburban lifestyle that many Americans aspired to in the 1950s.

Starting in the 1960s, De Beers attempted to increase consumer demand for diamonds by introducing jewelry tailored to special occasions, such as wedding anniversaries (the "eternity ring") and rites of passage (the "sweet 16 pin"). The diamond "tennis bracelet," introduced in the 1980s, capitalized on a fad that had begun after tennis star Chris Evert accidentally dropped her bracelet on the court during a tennis match. In 2001 De Beers began marketing the "right-hand ring" for single women, designed as a symbol of independence and self-sufficiency.

In 2005 De Beers Consolidated Mines announced that it would turn over more than 15 percent of the company to Ponahalo Investment Holdings, a black-owned investment group, in compliance with South Africa's Black Economic Empowerment (BEE) mining charter. In 2007 De Beers began operations in Canada at Snap Lake Mine in the Northwest Territories—the company's first mine outside Africa. The company opened the Victor Mine in Ontario, Can., in 2008.

Since the late 20th century De Beers has been publicly criticized and sometimes indicted for various alleged criminal acts. During the 1990s the company came under scrutiny for dealing in conflict (or "blood") diamonds—i.e., diamonds mined in areas controlled by forces opposed to the legitimate government of a country and illegally sold to fund military action against that government. In 1999 De Beers stopped purchasing diamonds from producers outside the CSO to ensure that it no longer traded in conflict diamonds.

In 2004 De Beers entered an agreement with the U.S. Department of Justice in which it pleaded guilty to price fixing and agreed to pay a $10 million fine. Four years later the company paid $295 million to settle several class-action lawsuits charging it with misleading advertising, human rights violations, conspiracy to fix and raise diamond prices, and unlawfully monopolizing the supply of diamonds.

This article was most recently revised and updated by Jeannette L. Nolen. Britannica.org

## What is the history of Petra Diamonds Ltd.?

Petra Diamonds Ltd. has established itself as a key player in the global diamond sector. Founded in 1997, the company's trajectory has been marked by strategic acquisitions and a focus on high-quality mining assets.

The company's history is punctuated by significant milestones, including the acquisition of the Cullinan Mine in 2008, a site famous for yielding some of the world's most significant diamonds. This strategic move underscored the company's ambition to secure and develop premier diamond-producing operations.

Founded by Adonis Pouroulis, Petra Diamonds began its journey as a junior explorer with a vision to bring natural resources into production across Africa. Initially listed on the Alternative Investment Market (AIM) in 1997, the company has since grown substantially. By FY 2024, Petra Diamonds reported revenues of US$367 million and produced 2.7 million carats, solidifying its position as a major independent diamond mining group. This growth reflects a deliberate strategy of acquiring and optimizing long-life, high-value assets, contributing to its status as a leading supplier of gem-quality rough diamonds. For a deeper understanding of the external factors influencing its operations, consider a Petra Diamonds Ltd. PESTEL Analysis.

### What is the Petra Diamonds Ltd. Founding Story?

The founding story of Petra Diamonds Ltd. begins in 1997, established by mining entrepreneur Adonis Pouroulis. Pouroulis, with a background in discovering and developing natural resources across Africa, aimed to bring these assets into production. The company's debut on the Alternative Investment Market (AIM) later that year marked a significant moment, being the first diamond company to do so.

### The Founding of Petra Diamonds Ltd.

Petra Diamonds Ltd. was established in 1997 by Adonis Pouroulis, a mining entrepreneur with extensive experience in African resource exploration. The company's primary objective was to develop and bring into production various natural resource assets, particularly diamonds.

- Founded in 1997 by Adonis Pouroulis.
- Focus on bringing African natural resource assets into production.
- First diamond company to list on the Alternative Investment Market (AIM) in 1997.
- Headquartered in Jersey with a corporate office in London, United Kingdom.

Adonis Pouroulis's vision for Petra Diamonds was deeply rooted in his experience with natural resource discovery and exploration across the African continent. His expertise spanned diamonds, precious and base metals, coal, and oil and gas, with a clear strategy to transition these discovered assets into operational production. This foundational approach set the stage for the company's future growth and strategic direction within the global diamond industry. The company's listing on AIM in 1997 was a pivotal event, positioning it as a publicly traded entity from its early stages and providing a platform for capital raising to fuel its expansion plans. This early public offering underscored an initial intent to leverage capital markets for the development of its diamond mining interests, contributing to the Revenue Streams & Business Model of Petra Diamonds Ltd.

## Trans Hex Group

**Trans Hex Group** was established in 1965 by a number of entrepreneurial investors who wanted to explore a diamond-mining concession in the Namaqualand region of the Northern Cape. The Company was subsequently appointed as a contractor to the then Small Business Development Corporation of South Africa to prospect for diamonds on the State-owned Komaggas farm, which it went on to mine profitably for more than 20 years.
In the ensuing decades, Trans Hex's assets and expertise grew rapidly through the acquisition of numerous diamond-mining companies in Southern Africa and further afield.
The Company was listed on the JSE Limited in 1981 and was delisted in December 2019.
In 2010, the Company acquired a 33% stake in the Luana project (Somiluana Mine) in Angola.
In 2022, the Company acquired 100% of International Mining and Dredging Holdings and rebranded it Trans Hex Marine.
Trans Hex has been engaged in the exploration, mining and marketing of diamonds for more than 50 years.

### Company Profile.

Mining operations are presently focused in South Africa and Angola. The Company is renowned for consistently producing the highest quality diamonds available in the South African market. Rough production is sold into the open market, to the South African State Diamond Trader and to Sodiam, the Angolan state-run marketing company.
Trans Hex seeks to identify and acquire diamond assets, either as a full or partial shareholder. The Company's business model is to locate, mine and process diamond deposits and to sell diamonds at an acceptable margin, in the process bringing its considerable in-house expertise to bear.
The Group is actively evaluating potential new diamond properties and pursuing opportunities to expand its diamond-marketing activities.

### Vision, Mission & Values

#### Vision

We aspire to enhance our position as a world-class player in the exploration, mining and marketing of diamonds of the highest quality

#### Mission

- Attract investors by maintaining a track record of positive growth and acceptable returns
- Grow our diamond reserves to more than 20 years through aggressive exploration and the pursuit of new business opportunities
- Upgrade productivity through ongoing research and development and the continual implementation of new technologies
- Manage all activities professionally and to the highest possible standards
- Enhance the quality of life in those communities in which we operate
- Play an active role in the personal growth of each employee so as to attract and retain only the best
- Empower those who work for us with the knowledge and resources to act responsibly in accordance with the shared values of all stakeholders
- Foster close relationships with regulators and all levels of government and statutory bodies, for the benefit of all stakeholders

#### Values

- Honesty and integrity
- Teamwork
- Respect
- Humanity
- Communication
- Trust
- High performance

https://transhex.co.za/

# Ekapa Mining

**We innovate.**
**We provide.**
**We care.**

This is our Ekapa way of life.

**Who We Are**
With the motto "Proud to Provide", the leadership team has a passion to care for our employees, our company and the communities in which we operate.

**We Innovate.**
Situated in the diamond-rich heart of South Africa, we are a diamond mining company that is building a sustainable future – for our people, for our communities, for our environment. We use cutting-edge technology at operations in Kimberley, Northern Cape, to execute a comprehensive rehabilitation programme. We mine the tailings dumps that resulted from previous mining activities, carefully backfilling the old mine pits, thus rehabilitating the environmental damage caused to the pits and the areas surrounding them over the past 140 years of mining in Kimberley. We mine some of the finest quality Kimberley SA diamonds that have the unique characteristic of being sustainably environmentally friendly.

**We Provide.**
Our people are our African heartbeat. Therefore we provide a journey of lifelong personal development and growth so that each employee can live to their full potential. We provide a work environment where our employees are safe and healthy. So that our employees can prosper and provide for their families.

**We Care.**
We believe in giving back. We believe in investing in the communities where we operate to improve the quality of life through our Corporate Social Investment programmes. We believe in caring for our environment and leading environmental initiatives to leave a legacy for generations to come.

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