



Attention: News Editor
Windhoek, Namibia – 04 November 2024

MEDIA RELEASE

FOR IMMEDIATE RELEASE

NAMDIA LAUNCHES NEW CLIENT REGISTRATION CAMPAIGN

Namib Desert Diamonds (Pty) Ltd (NAMDIA) is delighted to announce the launch of its New Client Registration campaign, running from 04 November 2024 to 31 January 2025. This initiative aligns with NAMDIA's mandate of price discovery and its goals of expanding its global reach. Through this campaign, clients will gain privileged access to Namibian rough diamonds, with a sourcing experience that emphasises fairness, transparency and reliability.

Prospective clients can now easily apply by visiting a dedicated page on the NAMDIA website at www.namdia.na, where they will find the details pertaining to the onboarding process and a downloadable registration form, simplifying the application process.

In addition, NAMDIA has a dedicated email address, applications@namdia.na, to handle inquiries and submissions related to the updated onboarding process for both existing clients and prospective clients. Applicants are requested to complete the Application Form and submit it, along with all required supporting documents, exclusively to this email address. No other email or form of communication will be accepted for the application process.

NAMDIA seeks to onboard vertically integrated international diamond buyers and manufacturers in key markets globally. It also focuses on prominent figures in the luxury industry, such as high-end manufacturers, traders, jewellers and exclusive diamond sourcing professionals. Prospective clients are encouraged to apply, while all are invited to follow campaign updates on our website and our social media platforms via #NAMDIAClients.

NAMDIA | Namib Desert Diamonds (PTY) LTD
Physical Address: c/o Sam Nujoma Drive and Dr Kwame Nkrumah Avenue, Windhoek, Namibia
Postal Address: Private Bag 91600, Klein Windhoek | Email Address: info@namdia.na | Website: www.namdia.na | Telephone: +264 (0) 8333 111 11

Directors: Justus Hausiku (Chairperson), Liina Muatunga, Ndapwilapo Shimutwikeni, Kathleen !Naruses, Dr. Shihaleni Ndjaba
Chief Executive Officer: Dr. Alisa Amupolo, **Company Secretary:** Hinasha Mbudje



For more details, visit NAMDIA's website www.namdia.na.

-END-

Notes to Editor:

- This initiative promotes NAMDIA's newly streamlined registration process, transitioning from the traditional three-year agreement model to a more flexible, continuous onboarding approach. This shift underscores NAMDIA's commitment to enhancing its reputation as a premium diamond supplier committed to transparency and exclusivity.
- The campaign is to broaden the reach of NAMDIA's client onboarding efforts, connecting with niche prospective clients worldwide. The target clients include vertically integrated international diamond buyers and manufacturers, it also focuses on prominent figures in the luxury industry, such as high-end manufacturers, traders, jewellers and exclusive diamond sourcing professionals in key markets such as India, Belgium, Dubai, the USA, China, the Far East, and beyond.
- Clients can expect privileged access to high-quality Namibian rough diamonds and a sourcing experience prioritising fairness, transparency and reliability.
- Kindly quote the CEO, Dr. Alisa Amupolo for information contained in this Media Release.

About NAMDIA:

Namib Desert Diamonds (Pty) Ltd (NAMDIA), a Commercial Public Enterprise was established in 2016 as a result of a Sales and Marketing Agreement between the Namibian Government and De Beers Group.

NAMDIA | Namib Desert Diamonds (PTY) LTD

Physical Address: c/o Sam Nujoma Drive and Dr Kwame Nkrumah Avenue, Windhoek, Namibia

Postal Address: Private Bag 91600, Klein Windhoek | Email Address: info@namdia.na | Website: www.namdia.na | Telephone: +264 (0) 8333 111 11

Directors: Justus Hausiku (Chairperson), Liina Muatunga, Ndapwilapo Shimutwikeni, Kathleen !Naruses, Dr. Shihaleni Ndjaba

Chief Executive Officer: Dr. Alisa Amupolo, Company Secretary: Hinasha Mbudje



A diamond marketing and sales company, NAMDIA's mandate is to serve as price discovery mechanism by trading rough diamonds globally on behalf of the Government of Namibia, whilst establishing a Namibian footprint in the global downstream market. NAMDIA has a 15% purchase entitlement from Namdeb Holdings' annual diamond production.

Contact:

Namib Desert Diamonds (Pty) Ltd

Ms. Beverley Coussement

Public Relations Communications Officer

Tel: +264 8333 111 125 / +264 811 279 244

Email: beverley.coussement@namdia.na

NAMDIA | Namib Desert Diamonds (PTY) LTD

Physical Address: c/o Sam Nujoma Drive and Dr Kwame Nkrumah Avenue, Windhoek, Namibia

Postal Address: Private Bag 91600, Klein Windhoek | Email Address: info@namdia.na | Website: www.namdia.na | Telephone: +264 (0) 8333 111 11

Directors: Justus Hausiku (Chairperson), Liina Muatunga, Ndapwilapo Shimutwikeni, Kathleen !Naruses, Dr. Shihaleni Ndjaba

Chief Executive Officer: Dr. Alisa Amupolo, **Company Secretary:** Hinasha Mbudje