

About us

DIONID is a new European brand operating in the field of gemstone processing and luxury jewellery production. It combines the 30-years craftsmanship of Xhevdet Gyonaj, the company's chief jeweller and co-founder, with proven work for well-known brands and a sense of originality.



Vision

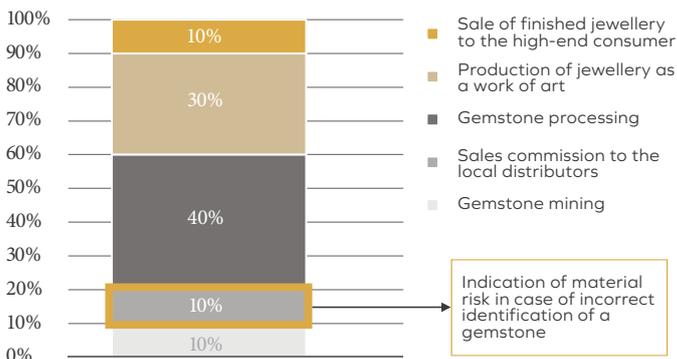
Our goal is to become a global brand of the luxury and elegance for those who know how to appreciate the beauty of the art. We wish the value of DIONID brand grows out of the imaginativeness of our works and the quality we provide. We wish our masterpieces will be compared with the works of renowned jewellery brands.

Our Strengths

- Our company's product portfolio is also attractive for investors considering the purchase due to the favourable long-term increase of gemstone prices.
- From the correct identification of the material, its purchase, followed by the processing of the actual gemstone up to the final jewellery hand craft and its delivery to our valuable client, we control the entire chain directly and effectively.
- Thanks to our efficiency, we are also more cost-effective compared to the established competition.

„Dionid. A unique investment.“

Increase in the value of a gemstone within the individual stages of its processing

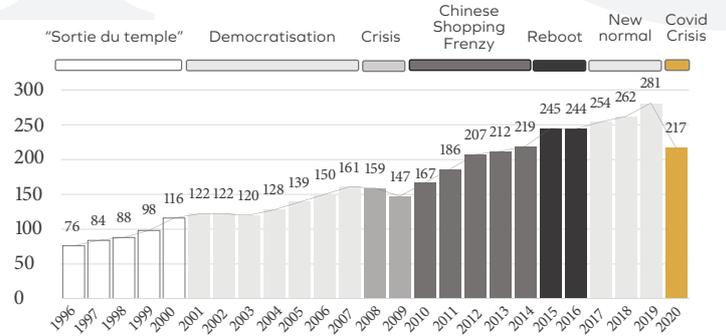


Source: based on the experience of DIONID a.s., 2020

Why invest in gems?

Top worlds consulting companies such as Deloitte, McKinsey, BCG, Bain-Altgamma clearly point to a massive drop in the luxury market sales by up to 93% during the COVID pandemic. At the same time, however, they point to a shift in purchasing potential to China, which is no longer suffering from the pandemic and will play a leading role in the purchase of luxury goods and services in the future.

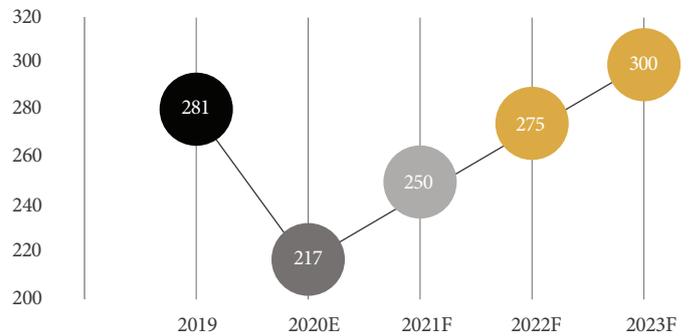
Global sales trend vs. expectations in the near future (joint chart)



The "new normal" trajectory of the personal luxury goods market was interrupted by the rude awakening of 2020, leading to the first decrease in more than 10 years

Source: Bain-Altgamma 2020 Worldwide Luxury Market Monitor, Cludia D'Arpizio, Federica Levato, 18.11.2020

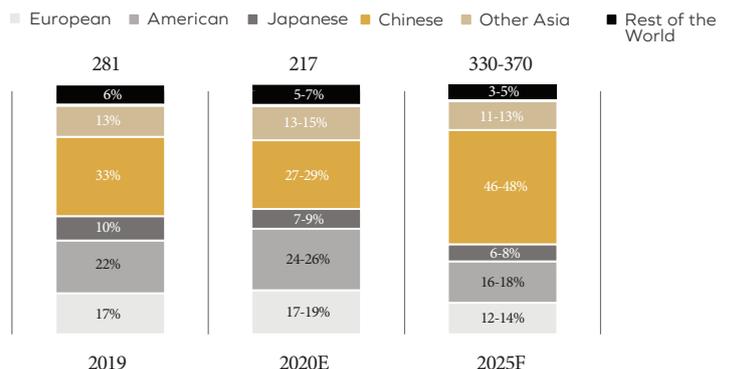
After the end of the COVID-19 crisis, we expect a dramatic global increase in sales turnover by closing pre-negotiated deals and a gradual recovery of the market within two years to the level of y. 2019. (€B | 2019-2025F)



Source: Bain-Altgamma 2020 Worldwide Luxury Market Monitor, Cludia D'Arpizio, Federica Levato, 18.11.2020, E - estimated, F - forecast

Why Chinese market entry?

Personal luxury goods market by consumer nationality (€B | 2019-2025F)



Source: Bain-Altgamma 2020 Worldwide Luxury Market Monitor, Cludia D'Arpizio, Federica Levato, 18.11.2020, E - estimated, F - forecast

Who is DIONID?

Xhevdet Gjonaj

(jewellery buyer and designer, 44% shareholder)

Xhevdet is a gemologist with 30 years of experience in the field. After obtaining a diploma in Vietnam and operating in Bangkok's local gemstone market, he moved directly to their source, to Africa. Here he had the opportunity to participate in the gemstone mining. Thanks to it, he gained experience with almost every type of stone specific to this region. Due to various types of precious stones, which are found only in the particular geolocation, he travelled through the American and Asian continents and eventually settled in Antwerp, Belgium, the European cradle of gems. During his prosperous working career, he has worked with professionals such as Michael Peuster, Hagji Gjonaj and other leading jewellers mostly from Belgium and Switzerland.

„My role in the company is to effectively coordinate the purchase of raw materials through my personal network and bring life to our products.“

JUDr. Ľuboš Žuffa

(CFO, 45% shareholder)

In the world of financial markets, Ľuboš is celebrating his tenth anniversary. Although he is a newcomer in the gemstone business, he quickly became familiar in the world of the precious stones as a company's investor. The company ALUKO, where he is a majority shareholder, excels on the Swedish and German markets in the supply of specialized construction work with a turnover of 4.5 million Eur. His second company, Atlantis Capital Group has built only in two years, an exciting and attractive community of investors attracting annually millions of Eur.

„I feel familiar in the financial world as well as in the world of investments. Therefore, in addition to the Chairman of the Board of Directors of DIONID a.s., I also represent the position of Financial Director“



Bond details

Name	DIONID
ISIN	SK4000018305
Overall issue	1 000 000 €
Nominal value	1 000 €
Interest rate	7,5 % p.a.
Security	Security Agent
Maturity	15.12.2023
Deadline for subscription	15.12.2020 - 15.12.2021
Transferability	Unlimited transferability to third parties

Intended use of the collected funds in 2021

Preparation for expansion into foreign markets - brand adaptation, internationalisation, media content production for a global campaign, Chinese market entry, customer identification.

Event	Preparatory phase for expansion into target markets, media content creation.	Effective 3-month media coverage in Chinese/Hong Kong using new digital technologies, inflight ads, China Charm magazine, Gateway, Hurun and others.	Media campaign follow up to reach the European market - American Express Centurion Black Card Holders. Using automated digital media with AI.	Location of the brand in Geneva, Switzerland.	Opening of the first DIONID boutique in Geneva.
Estimated expenses	75.000 Eur	60.000 Eur	50.000 Eur	20.000 Eur	50,000 Eur / month (financed from first sales in China and after the release of COVID measures.)
Purpose, return on investment	Necessary activity to set the right communication strategy of the brand.	<ul style="list-style-type: none"> Brand awareness Product consideration Expected conversion 	Risk diversification and a strategic step at the end of the COVID crisis. <ul style="list-style-type: none"> Brand awareness Product consideration Expected conversion 	Increasing the credibility of the brand, valuation. Opening of additional financing options by Swiss private banks.	<ul style="list-style-type: none"> Expected conversion Direct sales in millions Eur p.a.
Estimated date of implementation	● 02/2021	● 05/2021 – 07/2021	● 07/2021 – 12/2021	● 02/2021	● 08/2021