

Menē Press Package

October 17, 2017

PRESS PROFILE (SHORT)

Menē crafts 24 karat gold and platinum investment jewelry™ that is transparently sold by gram weight. By combining innovative technology with timeless design, Menē restores the ancient tradition of jewelry as a store of enduring value.

<http://www.mene.com>

PRESS PROFILE (ADDITIONAL INFO)

Across the East and West, past and present, jewelry holds a unique and sacred role in the lives of its owners. Throughout history this sacred token served an additional role, a luxury crafted and exchanged as a store of enduring value.

What's profoundly missing in Western luxury markets is the forgotten role of jewelry as wearable estate. For wealthy or aspirational buyers alike, fine jewelry is an heirloom that should forever hold its monetary value, as important to family wealth and savings as property or art.

Menē was founded by [Roy Sebag](#) and [Diana W. Picasso](#) to restore this ancient wisdom pertaining to jewelry. Menē empowers consumers with pure 24 karat gold and platinum jewelry that retains its savings value while preserving the token of love and friendship, to reify a sacred commitment, or to immortalize a moment in time.

Three principles of transparency uphold our commitment to crafting jewelry that sustains its original value:

1. Menē jewelry is crafted from pure 24 karat gold (Au) and platinum (Pt) with no diamonds or gemstones. This means our creations become a timeless physical object that will never tarnish (unlike [man-made chemical alloys of 18 karats or less](#)). It also means that simply weighing Menē jewelry will always unveil its objective value.
2. Menē jewelry is sold by the gold and platinum weight value plus a transparent design and manufacturing premium. This premium is never more than 20% of the precious metal value each day. The result: a \$1,000 Menē ring will have at least \$800 in gold or platinum value at the time of purchase while \$200 is the revenue earned by Menē.

3. Menē provides a lifetime guarantee to buy-back or exchange any authentic Menē jewelry at the prevailing gold and platinum prices minus a 10% fee.

These principles result in a truly revolutionary value proposition for the consumer. A rise in gold or platinum values of just 21% would render the jewelry more valuable than at the time of purchase. Since 1971, the price of Gold has risen by 3,100%. If history is to repeat, Menē jewelry will maintain its purchasing power and appreciate as an exceptional investment.

BY INVITATION ONLY

Menē is launching on October 18, 2017 as an invitation-only service. Anyone can visit the site and peruse the various collections but in order to add an item to the cart and complete a purchase, you must be invited by a current Menē member to join. Once you are provided with an invite link, it takes less than two minutes to create your free account.

Menē Account Benefits

- Buy 24 karat gold and platinum investment jewelrytm by weight and according to daily precious metal values.
- Free insured shipping on all orders to North America. Only \$75 for global [orders to 90 countries](#).
- Exchange or sell your Menē jewelry at any time for its [actual precious metal value](#).
- Rich online experience to appraise the value of your jewelry collection through time.
- Buy jewelry with incremental payments using [Menē Harvest](#).
- [Pre-Schedule Gifts](#) to be shipped in time for special occasions.
- Earn Menē Credit for inviting friends and family.

ONLINE SHOP SCREENSHOTS

The screenshot displays the product page for the 'EMERALD CUT RING - POLISHED'. The navigation bar at the top includes 'MENE', 'My Account', and 'Shopping Bag', along with category links: 'Bracelets & Cuffs', 'Necklaces & Pendants', 'Earrings', 'Rings', 'Gifts', and 'World of Menē'. The breadcrumb trail shows 'Rings / Emerald Cut Ring - Polished'. The product title is 'EMERALD CUT RING - POLISHED', followed by a description: 'The Menē Emerald Cut Ring embodies the shape of a timeless emerald crafted from solid 24 karat gold. This ring is as beautiful as it is dramatic.' It is noted as being available in brushed and polished finishes, shown in size 6. The price is \$650.96 USD, and there is an 'Add to Bag' button. A 'PRICE TRANSPARENCY' section lists: 'Weight 13.1 Grams', 'Gold Value \$542.47', and 'Menē Fee \$108.49'. Below this are social sharing icons and a carousel of product images.

The screenshot displays the product page for the 'WAVE STACKING RING SET - POLISHED'. The navigation bar is identical to the first screenshot. The breadcrumb trail shows 'Rings / Wave Stacking Ring Set - Polished'. The product title is 'WAVE STACKING RING SET - POLISHED', followed by a description: 'Four radiant 24 karat gold rings connect to form the stylish Wave Stacking Ring Set. Available in a brushed or polished finish.' It is shown in size 6, with a note that moving up one size is recommended for wider rings. The width is 14 mm. The price is \$1,332.74 USD, but it is marked as 'Sold out'. The 'PRICE TRANSPARENCY' section lists: 'Weight 26.82 Grams', 'Gold Value \$1,110.62', and 'Menē Fee \$222.12'. Below this are social sharing icons and a carousel of product images.

PRICE TRANSPARENCY

Weight 26.82 Grams

Gold Value \$1,110.62

Menē Fee \$222.12

[Learn More](#)

Fig. 1 Product View with Proprietary Price Transparency Module displaying real-time gold or platinum value in each design. The transparent Menē Fee is the total revenue earned by Menē for designing, crafting, shipping, and marketing.

Rings / Cuff Ring - Polished



CUFF RING - POLISHED

Simply sculpted for everyday wear. Available in a brushed or polished finish. Shown here in a size 7.

Width: 11 mm

Size [Sizing Chart](#) Qty

\$844.94 USD [Add to Bag](#)

PRICE TRANSPARENCY

Weight 17.02 Grams Gold Value \$704.12 Mené Fee \$140.82 [Learn More](#)

[Add to Wishlist](#) [Drop a Hint](#) [Share](#) [f](#) [t](#) [p](#) [e](#)

MENÉ GUARANTEE | SHIPPING & INSURANCE | CUSTOMER SERVICE

Necklaces & Pendants / Lunar Necklace - Polished



LUNAR NECKLACE - POLISHED

In control of the earth's tides, the moon is a powerful symbol that links the light of the sun with the darkness of night.

Available in a brushed or polished finish on an Extended Round Link Chain (26").

Qty

\$4,423.28 USD [Add to Bag](#)

PRICE TRANSPARENCY

Weight 89.1 Grams Gold Value \$3,686.07 Mené Fee \$737.21 [Learn More](#)

[Add to Wishlist](#) [Drop a Hint](#) [Share](#) [f](#) [t](#) [p](#) [e](#)

MENÉ GUARANTEE | SHIPPING & INSURANCE | CUSTOMER SERVICE

Bracelets & Cuffs / Verona Cuff - Polished



VERONA CUFF - POLISHED

Modern and minimal, the Verona Cuff exudes understated glamour and empowerment.

Available in a brushed or polished finish in Small (5 3/4") and Large (6 3/4").

Width: 11 mm

Size **Small - 5.75"** Sizing Chart Qty **1**

\$2,024.98 USD **Add to Bag**

PRICE TRANSPARENCY

Weight 40.79 Grams Gold Value \$1,687.48 Mené Fee \$337.50 [Learn More](#)

[Add to Wishlist](#) [Drop a Hint](#) [Share](#) [f](#) [t](#) [p](#) [e](#)

MENÉ GUARANTEE SHIPPING & INSURANCE CUSTOMER SERVICE

Rings / Medium Round Band - Polished



MEDIUM ROUND BAND - POLISHED

The Mené Round Band is a timeless classic exceptionally crafted in the ancient tradition. The luster and radiance of this pure 24 karat platinum band will last forever, reminding of that special occasion or cherished memory.

Shown here in the medium (5 mm) width with a polished finish in a size 6.

Size **5** Sizing Chart Qty **1**

\$400.68 USD **Add to Bag**

PRICE TRANSPARENCY

Weight 11.13 Grams Platinum Value \$333.90 Mené Fee \$66.78 [Learn More](#)

[Add to Wishlist](#) [Drop a Hint](#) [Share](#) [f](#) [t](#) [p](#) [e](#)

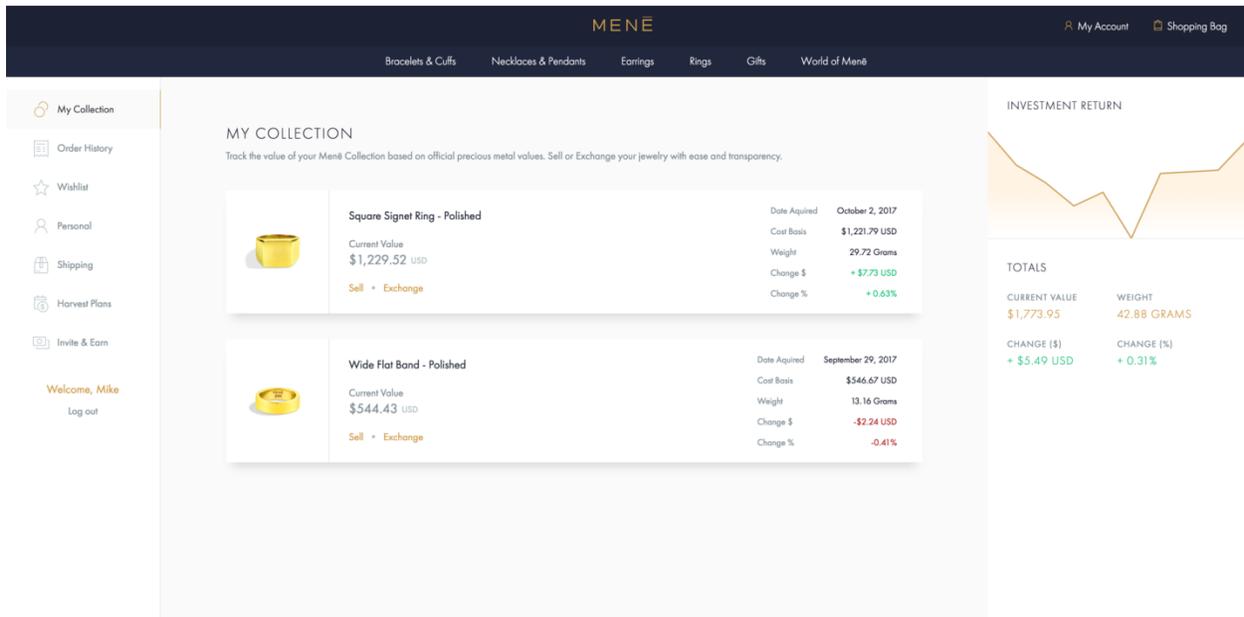


Fig. 2 Menē Proprietary My Collection Page which values jewelry in real-time and provides a tracking system to monitor investment performance of the jewelry. From this page certified jewelry can be sold or exchanged in the future.

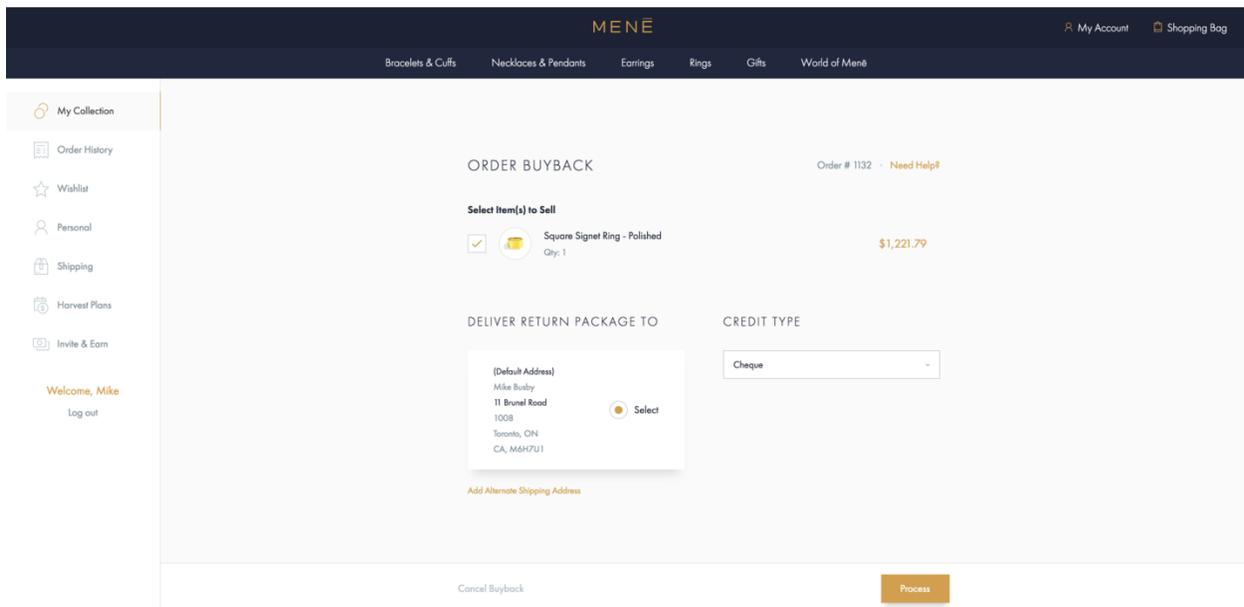
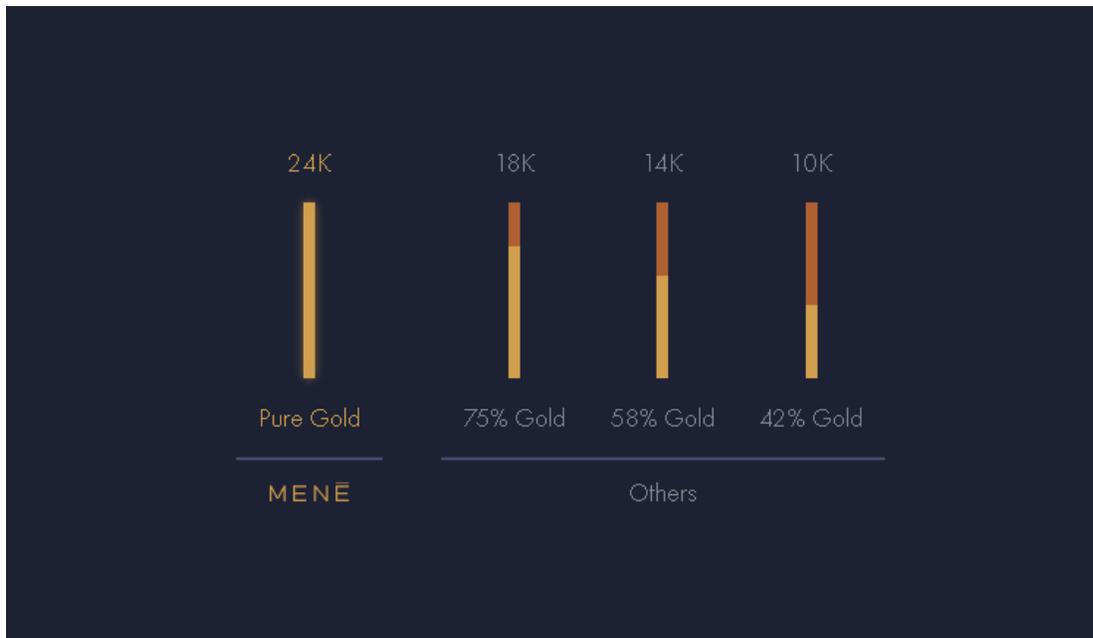


Fig. 3 Menē Lifetime Guarantee Flow. Two clicks, allow customer to order a return package. Within 3-5 days, the jewelry sale is completed and Cheque or Credit provided.

MENĒ PRINCIPLES

The natural elements Gold (Au) and Platinum (Pt) have been coveted for thousands of years due to their unique qualities. Inherently timeless, these noble precious metals are indestructible, exceedingly rare in nature, and radiant like the sun and the moon.

24 KARAT PURITY



The Problem

Man-made [chemical alloys](#) of 14-18 karats (58%-75% pure) have become the most common jewelry marketed and sold. Alloys do not exhibit the natural properties of gold and platinum and even tarnish with time.

The Menē Difference

Menē jewelry is crafted from pure 24 karat gold or platinum, the same form that these precious metals are found in nature. The difference in purity over man-made chemical alloys of 14-18 karats (58%-75%) is instantly observed and felt. It also means our jewelry will never tarnish, is [hypoallergenic](#), and [antimicrobial](#).

This commitment to purity is also the reason why we do not craft jewelry made of “rose gold” or “white gold”. These two industry inventions are man-made alloys that dilute the gold with copper or nickel – abundant metals that tarnish over time due to oxidization.

There is a myth that jewelry cannot be crafted from pure 24 karat gold due to its softness. While

it is true that pure gold is more malleable than other metals and may [contour to your body](#), gold is indestructible. This special quality can only be understood when experienced physically, leading to an appreciation of this authentic purity as superior to any element in nature.

RADICAL TRANSPARENCY



The Problem

The precious metal weight and value are almost never disclosed. This lack of transparency is what enables modern jewelry brands to earn up to 80% of the original purchase price as revenue and is why modern jewelry fails to maintain its value.

The Menē Difference

Menē jewelry is sold by the gold and platinum weight value plus a transparent design and manufacturing premium. This premium is never more than 20% of the precious metal value each day. The result: a \$1,000 Menē ring will have at least \$800 in gold or platinum value at the time of purchase while \$200 is the revenue earned by Menē.

STORE OF ENDURING VALUE



The Problem

The modern jewelry industry has also ascribed nonexistent intrinsic value to diamonds and gemstones, causing consumer confusion when it comes to what is truly rare in nature. Diamonds and gemstones are merely crystals of Carbon (C), one of the most abundant elements, and Aluminum Oxide (Al_2O_3). Sadly, [diamonds have played](#) an important role in the declining value and increased price subjectivity of modern jewelry.

The Menē Difference

By avoiding gems and diamonds, the pieces we design are homogenous as pure gold and platinum leaving no doubt as to their long-term precious metal value. As the value of Menē jewelry is essentially a weight of pure precious metals, the jewelry can be exchanged or sold in the future as easily as it was purchased.

We stand behind this value by offering the [Menē Guarantee](#) which allows you to sell or exchange your jewelry at the daily precious metal value minus a 10% fee. We also provide an innovative dashboard to keep track of your collections real-time value.

ETHICALLY SOURCED GOLD AND PLATINUM

Menē jewelry is crafted from pure gold that is ethically sourced from gold mines in Nevada, USA and Ontario, Canada. Our gold carries the coveted London Bullion Market's [Responsible Sourcing Certification](#).

Additionally, we only source metals mined by publicly traded precious metal miners who are held accountable to stricter environmental best-practices. We specifically audit these mines to ensure there is little disturbance, minimal impact to local communities, and a reclamation plan that ensures former gold mines will be terraformed back to nature within two decades or less. This [video](#) shows an example of the types of mines we feel comfortable sourcing from.

MENĒ – DESIGN TEAM

Art historian Diana Widmaier-Picasso and multifaceted designer Sunjoo Moon met when they were both living in Paris and have been close friends for decades. They joined forces for Menē, combining their extensive experience in their respective fields of art and design, and worked closely with skilled craftsmen to fully comprehend and utilize the qualities of pure gold and platinum to create timeless pieces.

Diana and Sunjoo draw inspiration from antiquity when developing designs in pure metal; artists have been paying homage to gold since the beginning of time, the Ancient Egyptians believed that it conferred immortal power, and there is no doubt that the dynamic Menē design team has enhanced both the modern and spiritual values of 24 karat precious metals.

MENĒ – THE NAME

The word Menē (pronounced “meh-ney”) is an [ancient Aramaic word](#) that has a deep meaning, reminding us of the immutable link between jewelry, gold, and long-term savings.

The Menē, reflecting 567 grams of pure gold, is the first written word for “money” as codified in the Codes of [Hammurabi](#) and [Ur-Nammu](#) 4,000 years ago. For most of written history, the term “money” has always meant a standard weight and purity of gold or silver. Whether worn as [jewelry or kept in a satchel as exchangeable coins](#) These natural precious metals formed the basis of long-term savings, outlasting quickly decaying commodities and enabling trust and cooperation amongst diverse communities with different skills.

EXECUTIVE BIOGRAPHIES

ROY SEBAG - FOUNDER & CEO



Roy Sebag is a noted investor, entrepreneur, and writer. He has enjoyed a successful 15 year career in diverse industries ranging from technology, precious metals, and investment management. He has an insatiable curiosity for the world around him and an unrelenting focus on making positive social impact through his business ventures.

Mr. Sebag began his career as a portfolio manager founding a hedge-fund that specialized in contrarian investing in global public equity markets. His training and evolution as a contrarian investor conditioned him to think differently in other realms such as economics, philosophy, and history. It was this mind-set which led him to be one of the few investors who predicted and capitalized on the 2008 financial crisis. During this period, he invested in gold mining and natural resource assets studying geology, engineering, and physics. He also authored the world's most comprehensive ranking of gold deposits which is still relied upon as a trusted industry reference.

Ultimately, these experiences led to the creation of Goldmoney® which in less than 3 years has become the world's largest gold savings and payments platform signing up nearly 1.5 million users worldwide who entrust the firm with nearly \$2 billion of their precious metal savings.

Mr. Sebag is an independent writer and scholar on the history of [precious metals](#), [money](#), and [jewelry](#). The idea for Menē was conceived as a direct result of his extensive inquiry and writing about the global jewelry industry. Along with his friend Diana-Widmaier Picasso, he hopes to create a paradigm-shift in how consumers view jewelry, restoring the ancient wisdom

of jewelry as a store of enduring value.

In 2012 Mr. Sebag established the Braavos Foundation which makes philanthropic investments supporting exceptional organizations that tackle important social issues. Braavos Foundation has supported organizations including: Gordon Parks Foundation, Global Witness, Seeds of Africa Fund, Pencils of Promise, Foundational Questions Institute, and the Bergson Institute.

DIANA W. PICASSO – FOUNDER & CHIEF ARTISTIC OFFICER (CAO)



Diana Widmaier-Picasso is an art historian and curator specialized in modern and contemporary art. She holds a master degree in Art History (Paris-Sorbonne) and a master degree in business law (Paris-Assas). She is the author of the forthcoming catalogue raisonné of Pablo Picasso's sculptures.

She has written many essays about her grandfather including “Pablo Picasso's Sheet-Metal Sculptures, Vallauris 1954-1965: Design, Materials and Experimentation” (in cat. exh. Sylvette, Sylvette, Sylvette. Picasso and the Model, Kunsthalle Bremen, München, Prestel, 2014), “Picasso Finished/Unfinished”, (in cat. exh. Unfinished: Thoughts left visible, New York, The Metropolitan Museum of Art, New Haven, Yale University Press, 2016), and “Marie-Thérèse Walter, muse de Boisgeloup”, Boisgeloup, l'atelier normand de Picasso (in cat. exh., Rouen, Réunion des musées métropolitains de Rouen-Normandie, Artlys Editions, 2017).

She curated major exhibitions such as “Picasso and Marie-Thérèse: L'amour fou” (Gagosian Gallery, New York, 2011), “Picasso.Mania” (Grand Palais, Paris, 2015-2016), and “Picasso's Picassos: A Selection from the Collection of Maya Ruiz-Picasso” (Gagosian Gallery, New York, 2016-2017).

She is also the author of several publications about erotic art including “Picasso: art can only be erotic” and she recently curated of the show “Desire” (Deitch Gallery, Miami Basel 2016). Diana is also the co-founder with Roy Sebag and CAO of a new 24 karat jewellery company called Menē which will be launched in October 2017.

SUNJOO MOON - CREATIVE DIRECTOR



Sunjoo Moon is an acclaimed designer, multifaceted creative director and established presence in the international fashion realm. Her accomplishments, which include chief designer roles at European couture houses and storied accessories brands as well as lead creative positions at ready-to-wear companies in the US, are decidedly diverse, unique and global.

A graduate of Studio Bercot, Sunjoo was the youngest designer to join Cerruti 1881 in Paris. Following that posting, she became head designer at prestigious houses including Missoni in Italy, Kenzo Jungle LVMH, Thierry Mugler Couture, and furriers Revillon and Yves Salomon. She also launched her own namesake collection with a flagship boutique on Paris's Left Bank.

In the US, she has been the creative director of Californian contemporary brands Of Two Minds and Marna Ro, and worked as a creative consultant for clients in Los Angeles and New York.

Sunjoo's work has been featured in leading fashion publications including Women's Wear Daily, Elle, InStyle, Lucky, The Los Angeles Times and Angeleno. Her creations have been worn by celebrities, artists and personalities across the continents.

Today, she brings a wealth of experience and her international expertise to the world of Mene.