

Mining Strategy

Diamonds: encouraging expert call

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Mining

Diamond market: encouraging update with leading diamond consultant

We hosted a call with a leading independent diamond consultant on 14-Jun to discuss the diamond market outlook. Overall, the call was encouraging with demand picking up with GDP in the key markets (US, China), supply set to fall with the closure of various mines over next few years, inventories low, and polished prices starting to lift. In terms of risks, mid-stream financing concerns are easing, advertising is picking up, and De Beers is taking control of the synthetic market. The replay details are below. In our opinion, this call is encouraging for Anglo American (Neutral).

Demand: US & China stronger than expected in 2018, but expect to moderate

The US accounts for ~50% of global diamond demand with China ~20% & India ~8%. Demand growth is highly correlated with GDP growth and as such Chinese & Indian markets are the fastest growing. In 2018, retail sales are ahead of expectations in the US (Tiffany, LVMH, Signet) and China (Chow Tai Fook delivering 5 consecutive quarters of same store sales growth and net new store openings lifting materially); India is subdued due to the bankruptcy of the Modi retail business. Global consumer diamond demand is set to grow c+4% y/y in 2018; growth will slow in 2019-20 with slower global GDP growth.

Supply: Rough stone production set to fall through 2021 as old mines exhaust

Supply is set to decline over 3-4yrs with a number of mines reaching end of life (Argyle, Victor, Voorspoed, Namibia alluvial). Alrosa's Jubilee mine will also halve production to 5Mcts by 2020 as resource depletes & Mir will remain offline until past 2020. Currently there are only two new mines in development globally: Luaxe in Angola & Alrosa's Verkhne-Munskoye project; Zimbabwe also has potential to lift supply. New mines have a long lead time of 5-10yrs. Rough inventories are low. De Beers is looking to steer synthetics into a different category with Lightbox (by making synthetic diamond prices linear when currently at 30-40% discount to natural). The diamond recycled market should remain relatively small (<3mCts) with consumers reluctant to sell (discount, attachment)

Prices: polished price expected to lift and support higher rough prices

Polished diamond prices started to lift in Q1 for the first time in 3yrs; with demand robust (and supported by increased advertising) our expert sees potential for this to continue and in turn support higher rough prices.

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Key takeaways from expert call

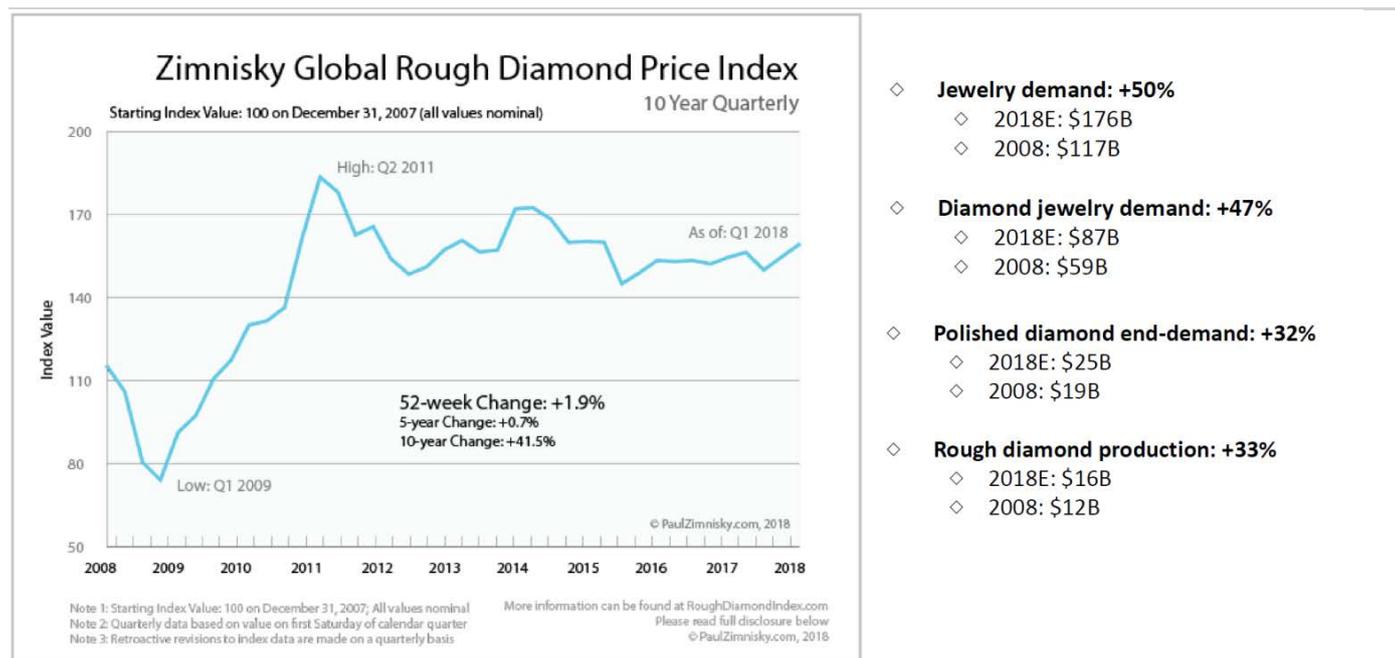
UBS hosted a call with Paul Zimnisky, a leading independent diamond consultant on 14th June to discuss the outlook for diamonds. Paul covered price trends (polished and rough), the supply & demand outlook and inventory levels as well as the challenges from synthetics, mid-stream financing and changing consumer habits. The replay details are: +44 207 136 9233 ([Link for other replay numbers](#)); Passcode: 90969896

Prices: starting to pick up after downtrend

Rough diamond prices have risen 42% in the last decade however much of this was in 2008-2011 after the global financial crisis when prices rebounded in just over two years from Q1 2009 to Q2 2011 led by engagement jewellery demand growth in China. Over the last five years prices have seen a moderate downtrend however there has been a pick-up over the last 6 months. Prices hit a 52-week high in May but are still well below previous highs in 2011 and 2014. Zimnisky believes this recovery is the result of structural changes in the diamond market with both demand (US robust, Chinese consumer demand growth strong) and supply (mine depletion and inventory destocking) supportive as discussed below.

Like for like rough diamond index prices are up 42% in the last decade

Figure 1: Zimnisky global rough diamond price index



Source: Paul Zimnisky diamond analytics Note: All global figures are based on **nominal** estimates

Demand robust with global GDP

Over the last 10 years polished diamond end demand has grown around 32% from US\$19bn in 2008 to estimated \$25bn in 2018. At the same time diamond jewellery demand has grown 27% in real terms from US\$59bn to \$87bn over the same period. Global consumer diamond demand is forecasted to grow at a nominal 4% in 2018 as illustrated below. This is driven by robust US growth and the return of Chinese growth.

Figure 2: Nominal global polished demand growth

	Nominal Global Polished Demand (USD, Bil)			
	Jewelry		Polished Diamond	
	Jewelry	Diamond Jewelry	Diamond	Nominal Growth
2016A	\$156.9	\$78.4	\$22.7	6.0%
2017A	\$167.1	\$82.7	\$23.8	4.6%
2018	\$175.8	\$87.0	\$24.8	4.2%
2019	\$183.8	\$90.0	\$25.7	3.7%
2020	\$192.2	\$94.2	\$26.4	2.6%
2021	\$200.9	\$98.4	\$27.6	4.5%
2022	\$210.0	\$101.8	\$28.5	3.5%

Source: Paul Zimnisky diamond analytics

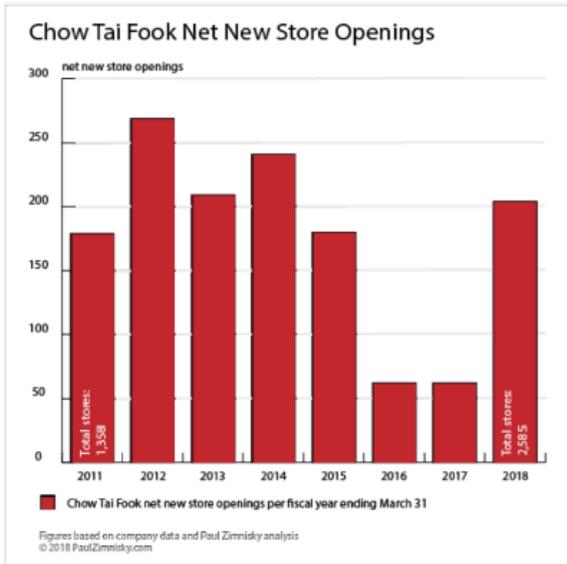
The US is the "anchor" for global diamond demand accounting for almost 50% of the market. Both Tiffany & Co and US jewellery retailer Signet beat earnings expectations with their Q1 2018 results while other US jeweller sellers noted continued strength in sales. Fine jewellery (>\$1000 value) has been losing market share to fashion jewellery (<\$500-700) however retailers have been reducing the value of diamonds in jewellery to maintain consumer spending.

In China (~20% of demand) the growth of the middle class has seen consumer demand migrate towards less expensive, lower quality diamonds similar to the demand profile in the US. The Chinese government has also taken steps to incentivise more consumer consumption domestically including announcing that it would cut import tariffs on gemstones from 35% to 10% as of 1st July 2018. The large Chinese jewellers are positive on consumer demand in 2018 on the back of stronger same store sales over the last year, a stronger yuan and increasing consumer confidence.

India, the 3rd largest (~8%) and fastest growing consumer market is being spurred by the growing affluent middle class and by population growth which is approaching that of China (1.3bn). The recent Nirav Modi and Mehul Choksi alleged fraud is expected to exceed US\$2bn and is impacting demand with their bankrupt retail business having ~50% market share in India. The impact so far on midstream financing has been less than feared. The event may encourage consolidation among the midstream operators.

Figure 3: Diamond demand trends

Demand: China, India fastest growing markets, U.S is anchor



- ◇ Global diamond demand growth highly correlated with global GDP growth
- ◇ U.S. represents about 50% of global demand, China number two market approaching 20%, India number three at about 8%
- ◇ Greater China-proxy Chow Tai Fook number of stores increased from 1,358 in 2011 to 2,585 in fiscal year ending March 2018
- ◇ So far in 2018:
 - ◇ In Q1, Tiffany & Co, LVMH (Bulgari) and U.S.-proxy Signet all beat earnings expectations
 - ◇ Mainland China retail jewelry sales up 7.9% in Q1 according to Bureau of Statistics
 - ◇ But...global economic growth expected to slow in 2019-2020 according to World Bank (June 5, 2018)

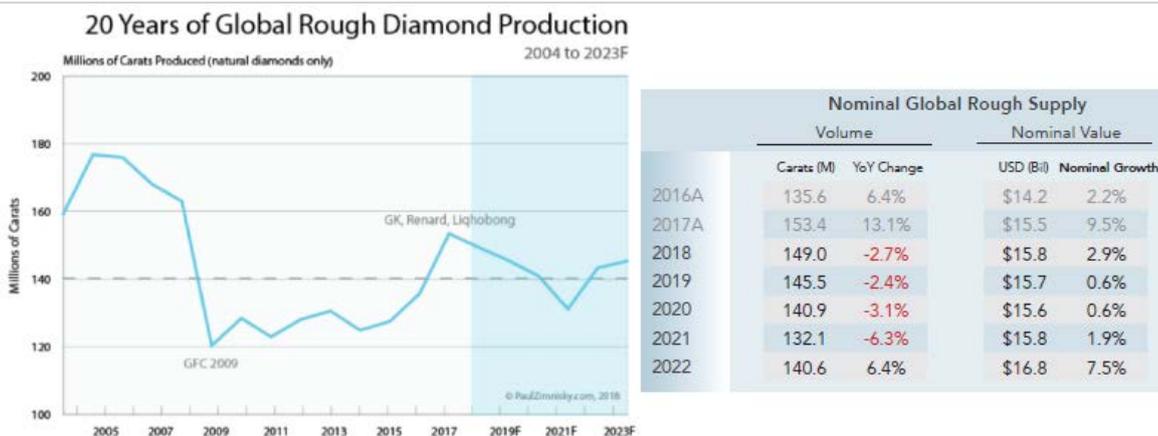
Source: Paul Zimnisky diamond analytics

Supply set to fall with mines depleting

Russia and Botswana are the top countries for diamond mining by volume and value. Mined diamond supply by total carats peaked in 2005 at around ~175Mcts before dropping sharply to a low of 120Mcts during the GFC in 2009. Supply has recovered since with output at ~150Mcts in 2017 however ageing mines and long lead times are forecast to lead to supply falling through 2021 as illustrated below.

South Africa, Namibia, Russia and Canada are the main diamond mining centres.

Figure 4: 2003-2023 Global rough diamond production



Source: Paul Zimnisky diamond analytics

In 2018, global natural diamond production is expected to fall 2.7% to 149mCts with De Beers and Alrosa forecasting a decrease in production. Over the last few years, the major producers have curtailed supply when deemed necessary to restore the supply/ demand balance; De Beers is currently operating at 95% of capacity and Alrosa at ~90%. Excess inventory levels for both producers has fallen significantly since 2015 with De Beers' now estimated at 3mCts and Alrosa at <2mCts.

Zimnisky expects rough diamond supply to decline by ~20mCts over the next 4 years and the market to be in deficit. The main drivers of falling supply are:

- **Argyle:** the last year of production at Rio Tinto's underground Argyle mine in Australia is expected to be 2019, based on current reserves. This mine produces 10-12mCts pa (down from peak of 40-50mCts) though the quality of the stones is relatively low (albeit there are some fancy pink stones). Rio has the potential to invest more in the underground block cave to extend the life though the economics are questionable (especially after the previous investment).
- **De Beers:** three of De Beer's older operations (Victor, Voorspoed, and the alluvial mines in Namibia) are approaching end of life and are all expected to be closed in the next 3-4 years. These operations are however relatively small, only producing ~2mCts in 2017.
- **ALROSA's** largest mine, Jubilee, is set to decrease from an estimated 10mCts in 2017 to 5mCts by 2020 as the mine depletes. Alrosa also expects no production from Mir until at least 2020, after a flooding incident in summer 2017 halted production; the mine had a production capacity of 3mCts annually.

There are current 2 mines which are in development, the **Luaxe** project in Angola and Alrosa's **Verkhne-Munskoye** project. Luaxe has the potential to be a top 5 diamond mine in the world but is currently expected to have annual production just in excess of 1mCts. ZCDC, Zimbabwe's government-run diamond unit, has plans to ramp up to 10mCts annually by 2022 at the recently nationalised Marange operations; this is to be supported by a \$400m investment over the next 5 years.

Figure 5: Estimated rough inventory levels of major producers 2013-2018

5-YR Inventory Analysis of Industry Leaders					
De Beers					
	Production	Sales	Inv. Chg.	Est. Inv.	
2013	31.2	29.8	1.4	14.8	De Beers' estimated normal operating inventory: ~11M Carats Est. excess inventory: 3M Carats
2014	32.6	34.4	-1.8	13.0	
2015	28.7	20.6	8.1	21.1	
2016	27.3	32.0	-4.7	16.4	
2017	33.5	35.1	-1.6	14.8	
2018 ¹	8.5	8.8	-0.3	14.5	
ALROSA					
	Production	Sales	Inv. Chg.	Est. Inv.	
2013	36.9	38.0	-1.1	17.5	ALROSA's estimated normal operating inventory: ~13M Carats Est. excess inventory: <2M Carats
2014	36.2	39.6	-3.4	14.1	
2015	38.3	30.0	8.3	22.4	
2016	37.4	40.0	-2.6	19.8	
2017	39.6	41.2	-1.6	18.2	
2018 ¹	7.4	13.2	-5.8	12.4	
<small>Figures in millions of carats. ¹2018 figures through Q1.</small>					

Source: Paul Zimnisky diamond analytics

Figure 6: Key risks which the industry faces

Three primary challenges facing the industry

- ◇ **Supply chain opacity and consumer trust**
 - ◇ *Implication:* Current generation has been significantly exposed to negative industry PR surrounding unethical sourcing and environmental impact of diamond mining
 - ◇ *Industry response:* Increase supply chain transparency via blockchain and other new technology; branded diamonds; personalized customer experience and custom jewelry
- ◇ **Changing consumer preferences and declining marriage rates**
 - ◇ *Implication:* Newer generations spending less on luxury, declining marriage rates
 - ◇ *Industry response:* Return of generic marketing via DPA targeting Millennials, non-married couples and self-purchasing women
- ◇ **Lab-created diamonds**
 - ◇ *Implication:* Lab-created diamonds taking market share from natural and undermining value
 - ◇ *Industry response:* Strategic bifurcation of product via Lightbox

Source: Paul Zimmisky diamond analytics

Figure 7: De Beers synthetic strategy views

De Beers' Lightbox:

- ◇ **To begin selling in September 2018**
 - ◇ Price range \$200 to \$800
 - ◇ Four size offerings only: 1/4, 1/2, 3/4 and 1-carat
 - ◇ Available in three colors: white, blue and pink
- ◇ **Strategy of differentiating LD diamonds from natural**
 - ◇ Undercuts current LC equivalents by as much as 80%¹
 - ◇ Sub-\$1,000 for 1-carat same price category as moissanite
 - ◇ Price differential in sizes will be linear
 - ◇ Price across color will also be consistent
 - ◇ Diamonds will not be graded



Image source: Lightbox

¹Based on an analysis of surveyed lab-created diamond prices in May 2018 from prominent online retailers, specifically 1-carat diamonds round in shape, VS in clarity, F-H in color, VG- ideal cut, with no-to-low fluorescence. Since Lightbox diamonds will be sold as ungraded an exact price comparison cannot be made, however it is reasonable to believe that Lightbox stones will be in the VS category and near-colorless (probably with irradiation) given that Element Six is the industry leader in synthetic production capability.

Source: Paul Zimmisky diamond analytics

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Investment risk inherent in the resource sector includes, but it is not limited to, movements in commodity price and currency which may differ materially from the assumption used in this report. Furthermore, the sector is subject to political, financial and operational risks, each of which has the potential to significantly impact company/industry performance.

Anglo American: Our price target is based on NPV.

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Buy	FSR is > 6% above the MRA.	46%	25%
Neutral	FSR is between -6% and 6% of the MRA.	39%	23%
Sell	FSR is > 6% below the MRA.	15%	12%
Short-Term Rating	Definition	Coverage ³	IB Services ⁴
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Sell	Stock price expected to fall within three months from the time the rating was assigned because of a specific catalyst or event.	<1%	<1%

Source: UBS. Rating allocations are as of 31 March 2018.

1: Percentage of companies under coverage globally within the 12-month rating category.

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Company Name	Reuters	12-month rating	Short-term rating	Price	Price date
Anglo American ^{4, 5, 6, 7}	AAL.L	Neutral	N/A	1,652p	21 Jun 2018

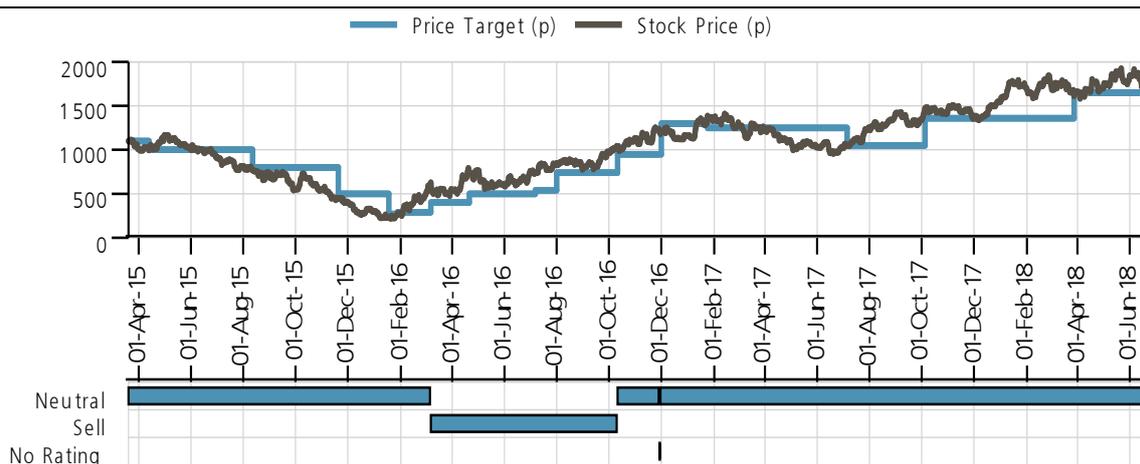
Source: UBS. All prices as of local market close.

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Anglo American (p)



Date	Stock Price (p)	Price Target (p)	Rating
2015-03-20	1101.0	1100.0	Neutral
2015-04-13	999.0	1000.0	Neutral
2015-08-12	770.0	800.0	Neutral
2015-11-20	447.0	500.0	Neutral
2016-01-18	233.0	270.0	Neutral
2016-01-28	276.0	290.0	Neutral
2016-03-07	628.0	400.0	Sell
2016-04-21	747.0	500.0	Sell
2016-07-07	747.0	540.0	Sell
2016-08-01	849.0	740.0	Sell
2016-10-11	1031.0	950.0	Neutral
2016-11-29	1205.0	-	No Rating
2016-11-30	1185.0	950.0	Neutral
2016-12-01	1208.0	1300.0	Neutral
2017-01-24	1386.0	1250.0	Neutral
2017-07-06	1056.0	1050.0	Neutral
2017-10-05	1474.0	1360.0	Neutral
2018-03-28	1617.0	1650.0	Neutral

Source: UBS; as of 21 Jun 2018

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