

FOR IMMEDIATE RELEASE**Clara Expands Leadership Team to Support Rapid Adoption**

Vancouver, June 4, 2025 — *Clara*, the first digital marketplace to allocate rough diamond supply to precise polished demand, has expanded its commercial leadership team in response to rising global adoption.

In the six months since Clara's acquisition by new ownership, marketplace transaction volume has increased by over 300%. The growth reflects a market more open to change — shaped by recent volatility and tighter economics for both producers and manufacturers. Clara offers a more efficient way to sell and source, and adoption has followed.

"There's been a significant uptick in engagement from all sides of the supply chain," said Aaron Ariel, Founder. "It's a healthier way for the industry to transact — better economics, more transparency, and a smarter allocation of supply. Bringing in leadership that not only understands the industry but also cares deeply about where it's headed is an important next step."

To support this next phase of growth, Clara has expanded its leadership team, naming Itay Ariel and Roni Rydlewicz to lead global strategy across both the supply and demand sides of the marketplace.

Itay Ariel brings over 25 years of experience across the global diamond supply chain, with a focus on business development in the wholesale and retail polished diamond market. In his new role, he will lead strategy on Clara's demand side — overseeing buyer engagement, strategic partnerships, and market expansion. His mandate includes strengthening Clara's relationships with manufacturers, wholesalers, and retailers seeking origin-assured supply and more efficient ways to buy.

Roni Rydlewicz joins the leadership team with over 35 years of experience in rough diamond procurement, producer engagement and diamond manufacturing. He will lead Clara's supply strategy, working closely with primary suppliers to integrate the platform as a meaningful part of their broader sales approach - helping improve economics through a more automated and precise, demand-driven allocation.

Tanuja Skerlec has been appointed Head of Communications. Having been closely involved in growing Clara into the platform it is today, she will now lead the Company's communications and industry engagement efforts.

"Clara was built to serve both sides of the market," said Itay Ariel. "With the right leadership and global presence, we're well positioned to become a central channel for transparent, efficient rough diamond sourcing."

Clara remains focused on scaling adoption of its marketplace globally — helping suppliers and buyers achieve better economics through transparent, demand-driven trade.

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