



COMMUNICATION

New alliances for success

Following Darwinian Logic which retains that "It is not the strongest species that survives but that which better adapts to the different conditions", the classic product concept has been revised giving life to the innovative **Sliding Adjuster™ The Evolution**. The same Darwinian Concept has descended even into the communication strategy as well as the Web Site of the product that evolves with time changing its graphic "lay-outs" in harmony with the dates and occasions offered by the calendar of events throughout the year (Christmas, New Year, Summer..) Another relevant alliance is the one formed with **Martina Jewellery** from Bangkok, that sees the two companies strategically collaborating from the viewpoint of distribution of the product, in order to completely penetrate the Asian Continent.

BUSINESS

Protagonist of *First 2010*

From the 16th to the 21st of January a booth built for important results and evolved creations

Also in 2009 the Company has maintained a good level of productivity and will welcome you at the Vicenza Fair in an enlarged booth of exquisite design in the exhibitors' area. The year 2009 was presented as a more complex year also for the precious metals sector, with a decline in demand for jewellery in many countries. Despite this delicate market situation, Karizia proudly closes the last twelve months again with a lot of professionalism, encouragement and a bit of boldness. The Company has maintained a good level of productivity and finishes the year with an increase in sales of 25% compared to 2008, defending and conquering important positions in the market.

Strengthened by the results, Karizia faces First 2010 renewing and expanding its own exhibition booth in order to give more attention to new ideas and collections, as always.



The important international appointment with the high-end jewellery and goldsmith's world, which will take place at the Vicenza Fair, will see a new and bigger space for Karizia. The Company will present an image of high design and strong impact to provide a clear signal of its own positioning within contemporary fashion jewellery. At Booth 1092 in Pavilion D at VicenzaOro First, Karizia will welcome you to experience from up close designs, styles and the extreme care of its new collection. The maximum expression of Made in Italy, that is the foundation for its success.

WEB SITE

Karizia On Line

From January 2010 Karizia will have a new image on line. Go to www.karizia.it for a new vision of its products and of the Company.



EVENTS

VICENZAORO

First.

16th -21th January 2010

Hong Kong International Jewellery Show

HONG KONG

INTERNATIONAL JEWELLERY SHOW

22th -26th March 2010



10th -13th April 2010

VICENZAORO

Charm

22th -26th May 2010

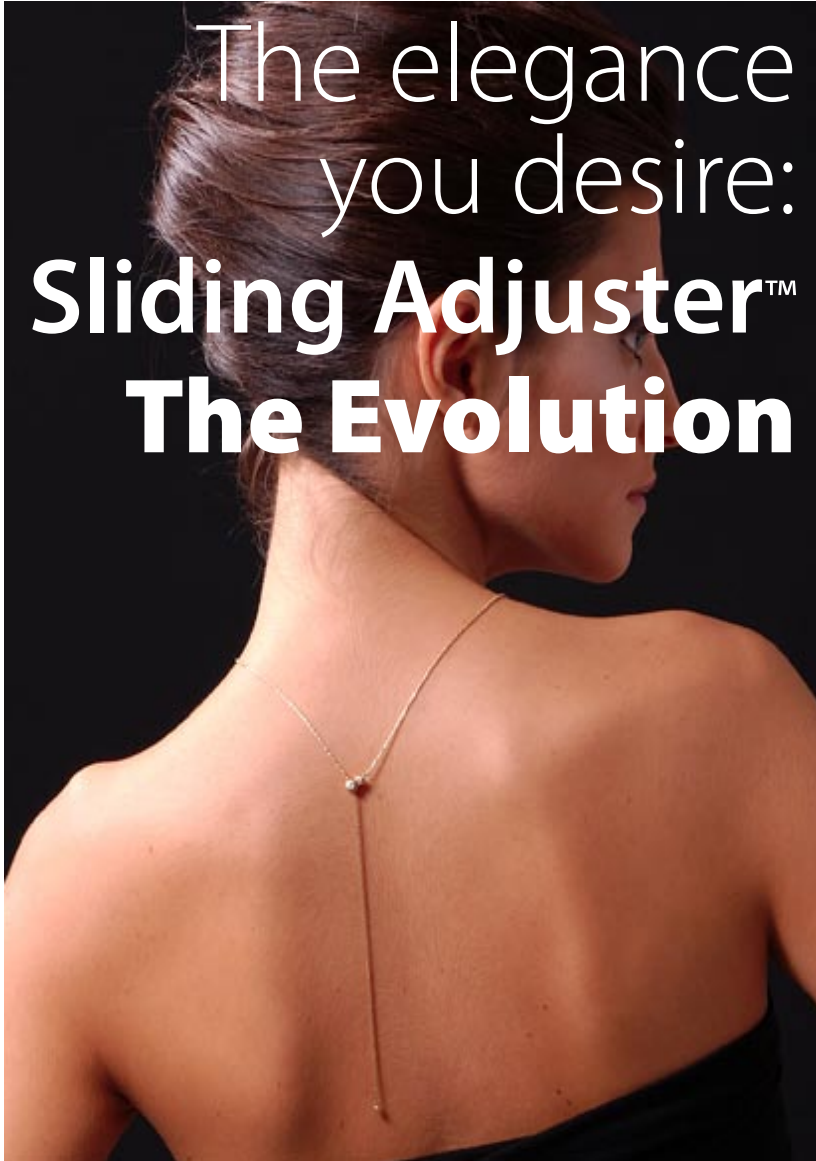
COMPANY'S SPIRIT

"Do that which you can with what you have, where you are and it will be done."

Theodore Roosevelt

DESIGN

The elegance
you desire:
Sliding Adjuster™
The Evolution



A sliding lock system that allows you to personalize your favourite piece of jewellery.

Being a continuous innovator of Made In Italy, Karizia will present at First 2010 a preview of the very new **Sliding Adjuster™ The Evolution**, a revised version of the already noted and highly requested **Sliding Adjuster™ The Original**. **SAE** is a system for

necklaces with pendants, chains or ankle chains, that thanks to a special sliding lock allows to change the length of the jewel in a simple way. The lock and the adjustable sliding system have the advantage of being enclosed in a single body clip. Therefore the **SAE**, besides being a functional pendant chain, could even be worn on the front side, because the clip in its various forms is pleasant to the eyesight. To modify the length, one delicately holds the clip with two fingers and then moves it, either up or down the necklace. In this way, with the speed and

simplicity of one movement, it is possible to wear the same necklace in many ways and to have a jewel adapted to every type of dress, neckline and event. **Sliding Adjuster™ Evolution** is a highly developed product that is very comfortable and resistant. Even in its dynamism, the special material inside the clip does not suffer any damage not even in the presence of chlorine, salt water, sun or high temperatures. It allows the favourite jewel to be worn in any occasion simply by changing its length.

ENVIRONMENT

Minimum packaging, maximum environmental protection

The protection of the environment is an essential element in the activity of the Company that creates eco-compatible values, even in packaging

Protecting the nature that surrounds us is one of the values of our entrepreneurial activity. Specifically, in line with our philosophy for packaging Karizia has chosen to reduce to the maximum all the wrapping, also in cooperation with its suppliers, so that it could acquire the best procedure to reduce the quantity of discarded material and contaminants. But not only that : for the creation of all items , from tissue and paper to cardboard, the Company seeks to only use 100% lead-free material, easy to burn off and recyclable. In this way the use of raw material is reduced to a minimum. In fact, the introduction of 100% recycled paper involves for its production a

use of 60% less water and electric energy compared to paper produced from virgin raw materials, thus guarantying a lower use of precious resources for the planet. The respectful commitment concerning the world in which we live has been realized by Karizia in numerous other actions aimed at avoiding the waste of resources in the establishments, sustaining the differentiated gathering of waste and energy savings, to save the security and health of the working place and to disseminate amongst the workers the information and culture of an informed consumer.



RESEARCH

On the side of Medical and Scientific Research

Under the initiative of Professor Sergio Pedrazzoli, the Wirsung-Onlus Association has been founded, which is a non-profit organization, in short also referred to as AW-Onlus. The Association headquartered in Padova, Via Giustiniani 2, does not pursue profits and it exclusively follows the objective of social solidarity in the field of Social Assistance and Social Health. Its activities mainly consist of:

- Providing assistance to those suffering from pancreatic tumors, being understood for "assistance", not only material for the immediate physical needs but also moral assistance to face the psychological problems inherent to the disease. To this purpose the possibility of a toll-free number is being evaluated.
- Favor the spreading of added knowledge of the pancreatic problems concerning the population, analyzing and illustrating the risk factors and proposing solutions.
- Organizing updating meetings to favor the development of knowledge and to promote clinical and experimental research activity in the pancreatic field.



The surgical team is guided by Professor Sergio Pedrazzoli, that for 25 years has been engaged in the pathology of the pancreas acquiring a vast experience in the field and recognition at a National and International level. A multidisciplinary team has been organized, integrating different professionals with the precise objective of perfecting a diagnosis, treatment and follow up of tumor-based diseases (pancreatic cancer, endocrine tumors, cystic tumors) and inflammations (acute pancreatitis, chronic pancreatitis) of the pancreas. The team is composed of professionals of different scientific specializations. Next to it and in close collaboration with the surgeons, work the scientists specialized in laboratory sciences and pathological anatomy besides

molecular and cellular biologists. Experimental research In Vitro A Laboratory of Cellular Biology has been prepared. Here they actually have in continuous culture 12 lines of neo plastic pancreatic human cells, and two lines of rat's cells (insulinoma and bioblast). The study of Cellular Biology has been mainly addressed to the identification of tumor products capable of provoking diabetes, and genome therapy. The team has acquired a vast experience in the research of pancreatic cancer and it has obtained in the last decade important results both clinical and experimental. For years Karizia has supported this association.