



CHARLES & COLVARD

Q3 FY 2024 Earnings

CONFERENCE CALL PRESENTATION

Nasdaq: CTHR

Forward Looking Statements

This presentation contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Statements expressing expectations regarding our future and projections relating to our products, sales, revenues, and earnings are typical of such statements and are made under the Private Securities Litigation Reform Act of 1995. These forward-looking statements include, but are not limited to, statements about our plans, objectives, representations, and contentions and are not historical facts and typically are identified by use of terms such as “may,” “will,” “should,” “could,” “expect,” “intend,” “plan,” “anticipate,” “believe,” “estimate,” “predict,” “continue,” and similar words, although some forward-looking statements are expressed differently.

All forward-looking statements are subject to the risks and uncertainties inherent in predicting the future. You should be aware that although the forward-looking statements included herein represent management’s current judgment and expectations, our actual results may differ materially from those projected, stated, or implied in these forward-looking statements as a result of many factors including, but not limited to, (1) *our business and our results of operations could be materially adversely affected as a result of general economic and market conditions*; (2) *our future financial performance depends upon increased consumer acceptance, growth of sales of our products, and operational execution of our strategic initiatives*; (3) *we face intense competition in the worldwide gemstone and jewelry industry*; (4) *we have historically been dependent on a single supplier for substantially all of our silicon carbide, or SiC crystals, the raw materials we use to produce moissanite jewels; if our supply of high quality SiC crystals is interrupted, our business may be materially harmed*; (5) *constantly evolving privacy regulatory regimes are creating new legal compliance challenges*; (6) *our information technology, or IT, infrastructure, and our network has been and may be impacted by a cyber-attack or other security incident as a result of the rise of cybersecurity events*; (7) *we are subject to certain risks due to our international operations, distribution channels and vendors*; (8) *our business and our results of operations could be materially adversely affected as a result of our inability to fulfill orders on a timely basis*; (9) *we are currently dependent on a limited number of distributor and retail partners in our Traditional segment for the sale of our products*; (10) *we may experience quality control challenges from time to time that can result in lost revenue and harm to our brands and reputation*; (11) *seasonality of our business may adversely affect our net sales and operating income*; (12) *our operations could be disrupted by natural disasters*; (13) *sales of moissanite and lab grown diamond jewelry could be dependent upon the pricing of precious metals, which is beyond our control*; (14) *our current customers may potentially perceive us as a competitor in the finished jewelry business*; (15) *if the e-commerce opportunity changes dramatically or if e-commerce technology or providers change their models, our results of operations may be adversely affected*; (16) *governmental regulation and oversight might adversely impact our operations*; (17) *the effects of COVID-19 and other potential future public health crises, epidemics, pandemics or similar events on our business, operating results, and cash flows are uncertain*; (18) *the execution of our business plans could significantly impact our liquidity*; (19) *we are subject to arbitration, litigation and demands, which could result in significant liability and costs, and impact our resources and reputation*; (20) *the financial difficulties or insolvency of one or more of our major customers or their lack of willingness and ability to market our products could adversely affect results*; (21) *negative or inaccurate information on social media could adversely impact our brand and reputation*; (22) *we rely on assumptions, estimates, and data to calculate certain of our key metrics and real or perceived inaccuracies in such metrics may harm our reputation and negatively affect our business*; (23) *we may not be able to adequately protect our intellectual property, which could harm the value of our products and brands and adversely affect our business*; (24) *environmental, social, and governance matters may impact our business, reputation, financial condition, and results of operations*; (25) *if we fail to evaluate, implement, and integrate strategic acquisition or disposition opportunities successfully, our business may suffer*; (26) *our failure to maintain compliance with The Nasdaq Stock Market’s continued listing requirements could result in the delisting of our common stock*; (27) *some anti-takeover provisions of our charter documents may delay or prevent a takeover of our Company*; and (28) *we cannot guarantee that our share repurchase program will be utilized to the full value approved, or that it will enhance long-term stockholder value and repurchases we consummate could increase the volatility of the price of our common stock and could have a negative impact on our available cash balance*; in addition to the other risks and uncertainties described in more detail in our filings with the U.S. Securities and Exchange Commission (the “SEC”), including our Annual Report on Form 10-K for the fiscal year ended June 30, 2023 and subsequent reports filed with the SEC. Forward-looking statements speak only as of the date they are made. We undertake no obligation to update or revise such statements to reflect new circumstances or unanticipated events as they occur except as required by the federal securities laws, and you are urged to review and consider disclosures that we make in the reports that we file with the Securities and Exchange Commission, or SEC, that discuss other factors relevant to our business.

A romantic couple embracing outdoors. The woman, with long blonde hair, is wearing a blue dress and a large diamond ring. She is resting her hand on the man's shoulder. The man is wearing a grey suit jacket and a white shirt. The background is a soft, out-of-focus green and yellow bokeh, suggesting a park or garden setting.

Agenda

- **CEO Q3 FY 2024 – Overview**
- **Financial Summary – Q3 FY 2024**
- **Wrap Up**
- **Q&A**

CEO Overview

Challenges Continue Amid Sluggish Market Conditions*

- Luxury buying slowdowns linger
- Consumer confidence remains weak
- Margin erosion due to rising commodity pricing, promotional pricing pressure, increased demand for Caydia lab grown diamonds on charlesandcolvard.com, elevated shipping costs and other inflationary impacts.

Positives

- Revenue declines shrink across sequential quarters
- Delivered \$5.3 million in revenue
- Consumer consciousness and ethical awareness continue to fuel interest in lab-grown gemstones and responsibly-sourced jewelry, as Forever One™ moissanite and Caydia® lab-grown diamond revenues up
- Forever Bright™ moissanite gemstone rebranding

* <https://www.mckinsey.com/industries/retail/our-insights/state-of-fashion>
<https://www.kering.com/en/news/first-quarter-2024-revenue/>



Q3 FY2024 Business Highlights

Inventory

- Decreased inventory to \$25.3 million

charlesandcolvard.com

- Expanded engagement and fashion categories in Forever One™ moissanite and Caydia® lab grown diamond product brands

moissaniteoutlet.com

- Improved item filters
- Fresh look-and-feel
- Refreshed assortment
- Increased marketing campaigns



FY2024 Strategic Initiatives

Innovative Technology

- Investments in the Company's innovative next generation web platform continued

Global Brand Awareness

- More concentrated social media campaigns; paid search and social performing nicely
- Refreshed evergreen assets across paid media platforms
- New brand ambassadorships and influencers – actress Skyler Samuels; Erin Lim of *E! the Rundown*

Diversified Product Categories

- Made Shopping broadcast and streaming beta tests continue
- **charlesandcolvarddirect.com** press release issued, trade campaign launched, website refreshed



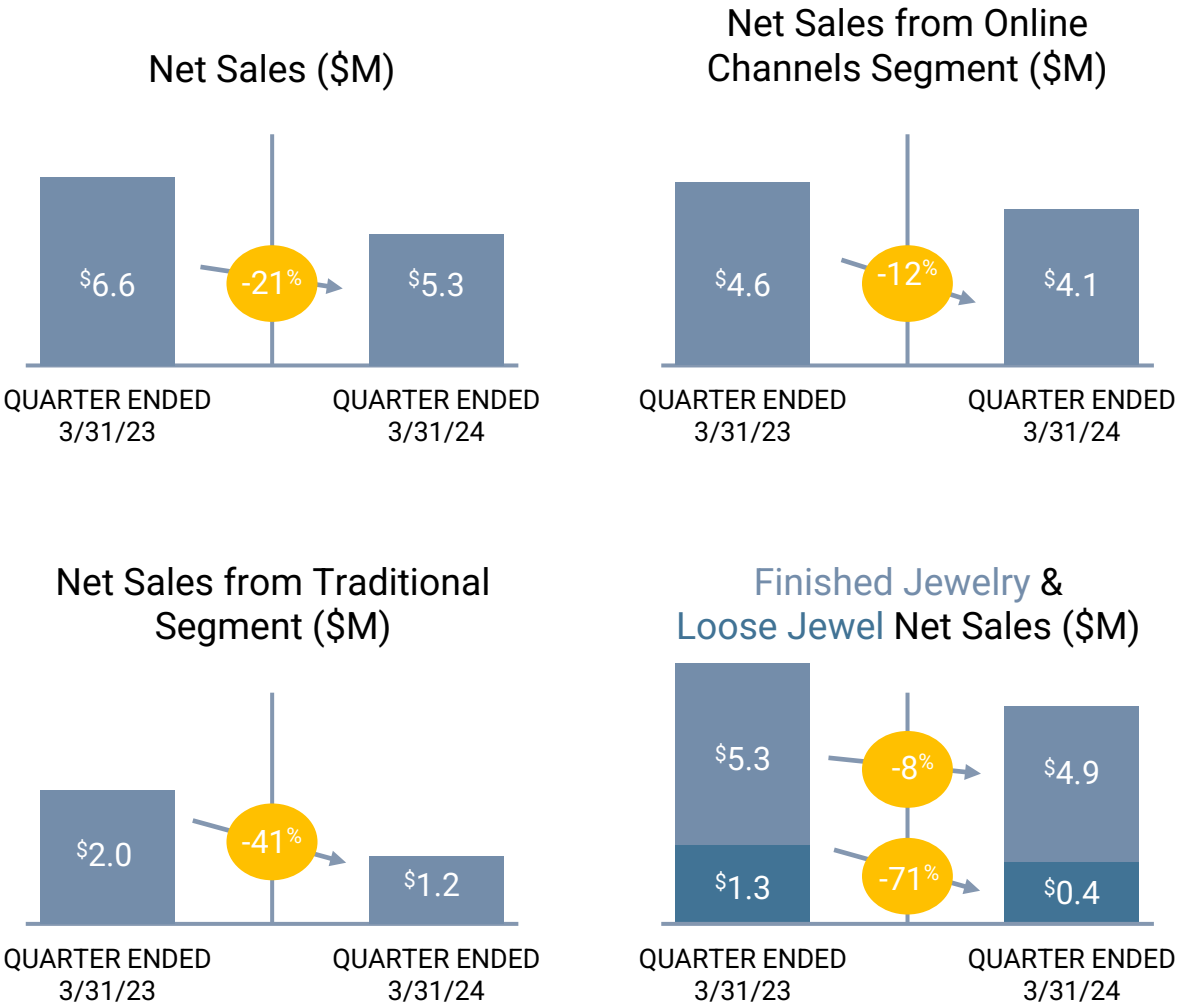


Q3 FY 2024 Financial Summary
Clint J. Pete, CFO



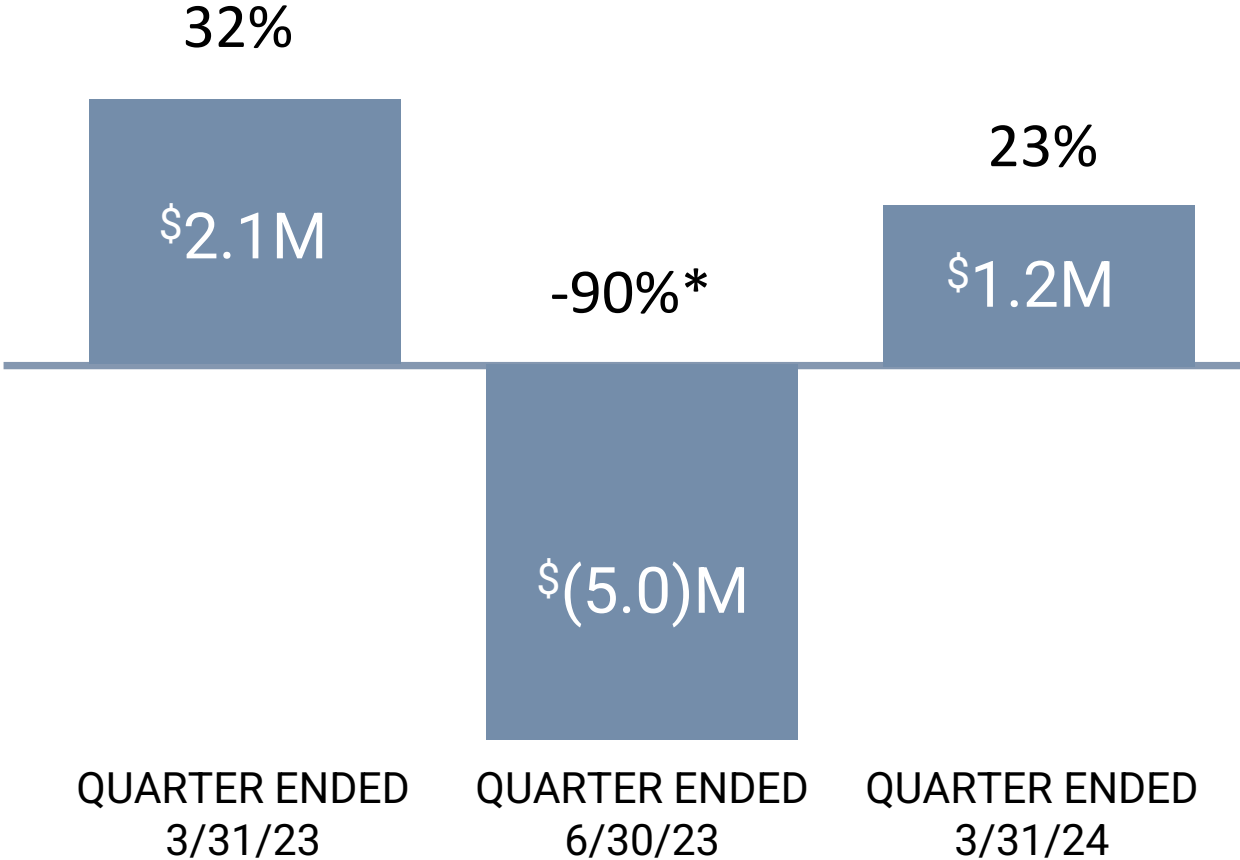
Net Sales Analysis

Q3 FY 2024 vs. Q3 FY 2023





Gross Margin % and Gross Profit (\$ in Millions)

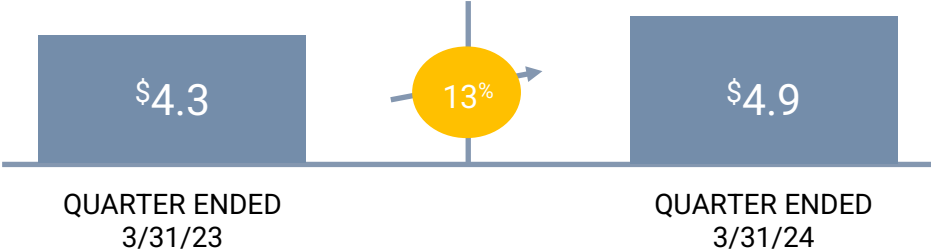


*Note: Includes \$5.9 million inventory write-down for the quarter ended 6/30/23.

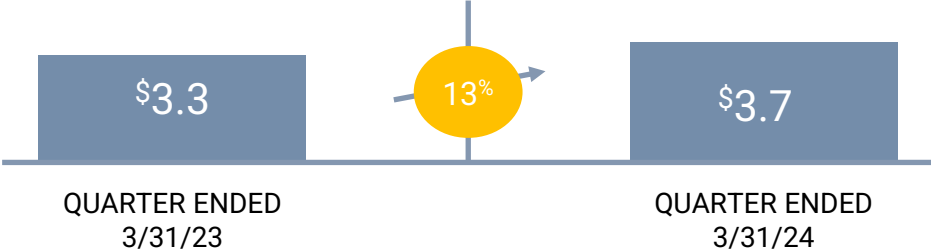


Operating Expenses

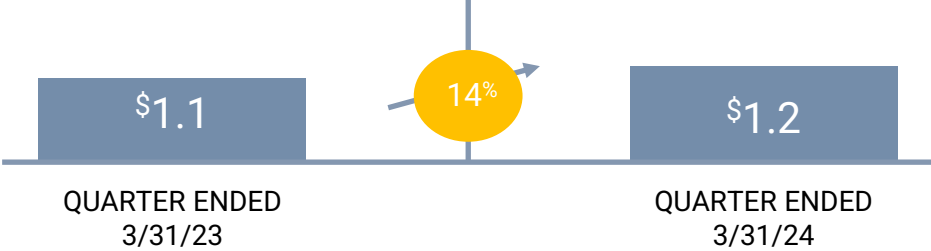
Total Operating Expenses (\$M)



Sales & Marketing Expenses (\$M)



General & Administrative Expenses (\$M)



Net Loss and Loss Per Share



Net Loss
(\$millions)

Net Loss
Per Diluted Share



QUARTER ENDED
3/31/23

QUARTER ENDED
3/31/24

QUARTER ENDED
3/31/23

QUARTER ENDED
3/31/24



Balance Sheet Summary

Q3 FY 2024

	3/31/24	6/30/23
TOTAL CASH ¹	\$9.2	\$15.6
INVENTORY	\$25.3	\$26.8
TOTAL ASSETS	\$41.0	\$48.9
DEBT	\$0.5	\$0
TOTAL LIABILITIES	\$10.0	\$9.1
SHAREHOLDERS' EQUITY	\$30.9	\$39.8
SHARES OUTSTANDING	30.3	30.5
BOOK VALUE PER SHARE	\$1.01	\$1.30

¹Cash, cash equivalents and restricted cash



Q&A