

Nasdaq: CTHR



CHARLES & COLVARD[®]

**Q2 FY 2022 Earnings
Conference Call
Presentation**



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, financial condition and results of operations could continue to be adversely affected by an ongoing COVID-19 pandemic and related global economic 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) our business and our results of operations could be materially adversely affected as a result of general economic and market conditions; (4) we face intense competition in the worldwide gemstone and jewelry industry; (5) a failure of our information technology infrastructure or a failure to protect confidential information of our customers and our network against security breaches could adversely impact our business and operations; (6) we are subject to certain risks due to our international operations, distribution channels and vendors; (7) 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; (8) we are currently dependent on a limited number of distributor and retail partners in our Traditional segment for the sale of our products; (9) we may experience quality control challenges from time to time that can result in lost revenue and harm to our brands and reputation; (10) seasonality of our business may adversely affect our net sales and operating income; (11) our operations could be disrupted by natural disasters; (12) sales of moissanite and lab grown diamond jewelry could be dependent upon the pricing of precious metals, which is beyond our control; (13) our current customers may potentially perceive us as a competitor in the finished jewelry business; (14) we depend 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; (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 execution of our business plans could significantly impact our liquidity; (18) 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; (19) negative or inaccurate information on social media could adversely impact our brand and reputation; (20) 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; (21) 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; (22) if we fail to evaluate, implement, and integrate strategic acquisition or disposition opportunities successfully, our business may suffer; (23) our loan, pursuant to the Paycheck Protection Program under the Coronavirus Aid, Relief, and Economic Security Act as administered by the U.S. Small Business Administration, or the SBA, was forgiven in full and may be subject to review for compliance with applicable SBA requirements for six years from the date the loan was forgiven; (24) some anti-takeover provisions of our charter documents may delay or prevent a takeover of our company; and (25) our failure to maintain compliance with The Nasdaq Stock Market’s continued listing requirements could result in the delisting of our common stock, 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, 2021 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 SEC, that discuss other factors relevant to our business.



Agenda

- Record Breaking Quarter
- We Believe
- We Know
- Q2 FY 2022 Financial Summary
- Recent Key Drivers
- Wrap Up
- Q&A

CONTINUED STRONG OPERATING MOMENTUM



Revenue

- Up 13% to **\$13.8M*** Q2
- Up 20% to **\$24.0M*** YTD Q2
- Up 32% versus YTD Q2 2020



Capital Deployment

- Overall Brand Awareness to Drive Top-Line Growth
- Direct-to-Consumer Marketing Initiatives



Gross Margin

- **49%** Q2, **50%** YTD Q2

* Compared to year-ago period



We Believe

- Investments in Paid and Social Advertising Paying Off
- Redefine Real™ - Choice
- Product Assortment
- Intersection of Price, Quality and Value
- Made, Not Mined™
- Conscious Consumerism

We Know



Online Channels Revenue

- Up 23% to **\$9.3M*** Q2
- Up 22% to **\$14.7M*** YTD Q2



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- Revenue Up 49%* Q2
- Revenue Up 40%* YTD Q2
- Traffic Up 12%*
- Conversion Rate Up 30%*
- Signature Collection Revenue Up 89% Q2*
- Moissanite Revenue Up 35% Q2*
and 72% Quarter over Quarter
- Lab Grown Diamond Revenue Up 266% Q2*
and 152% Quarter over Quarter

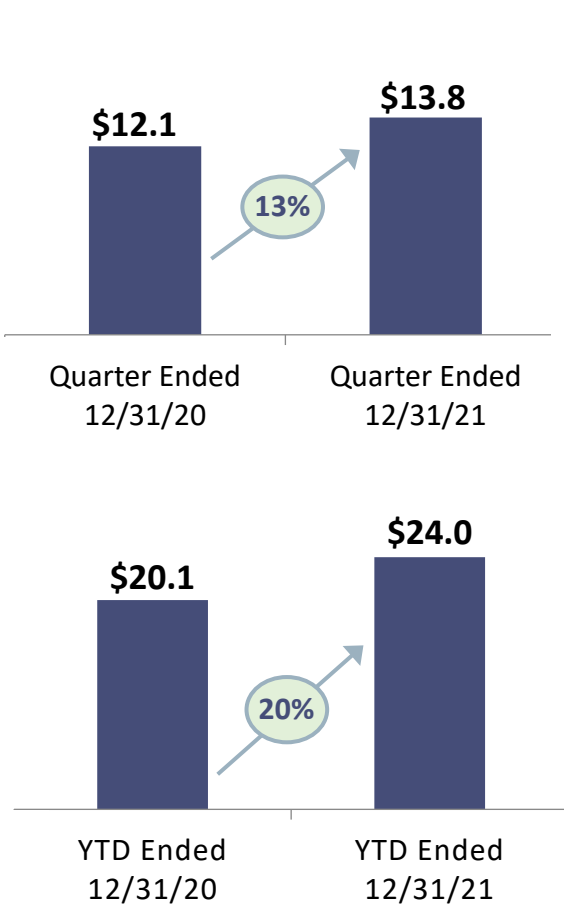


FINANCIAL SUMMARY

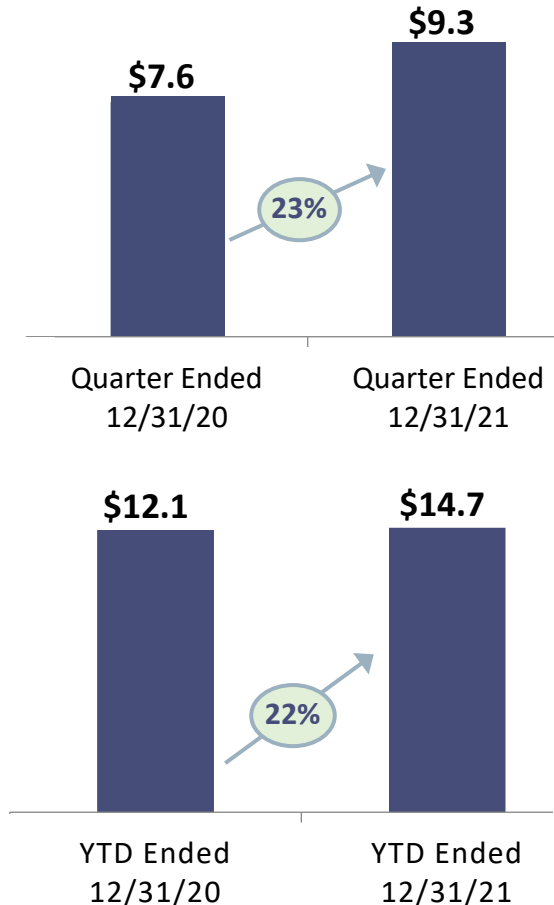
Net Sales

Q2 FY 2022 and YTD ended December 31, 2021

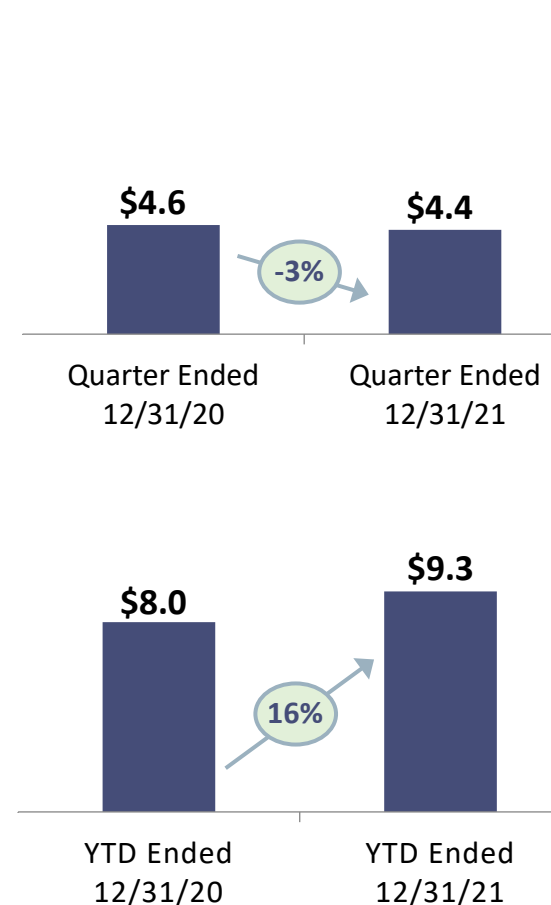
Net Sales (\$M)



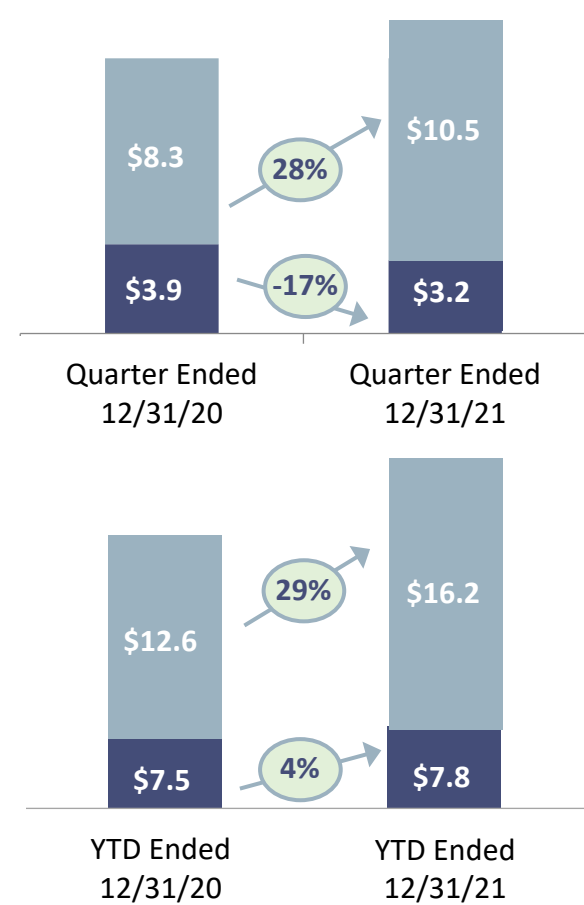
Net Sales from Online Channels Segment (\$M)



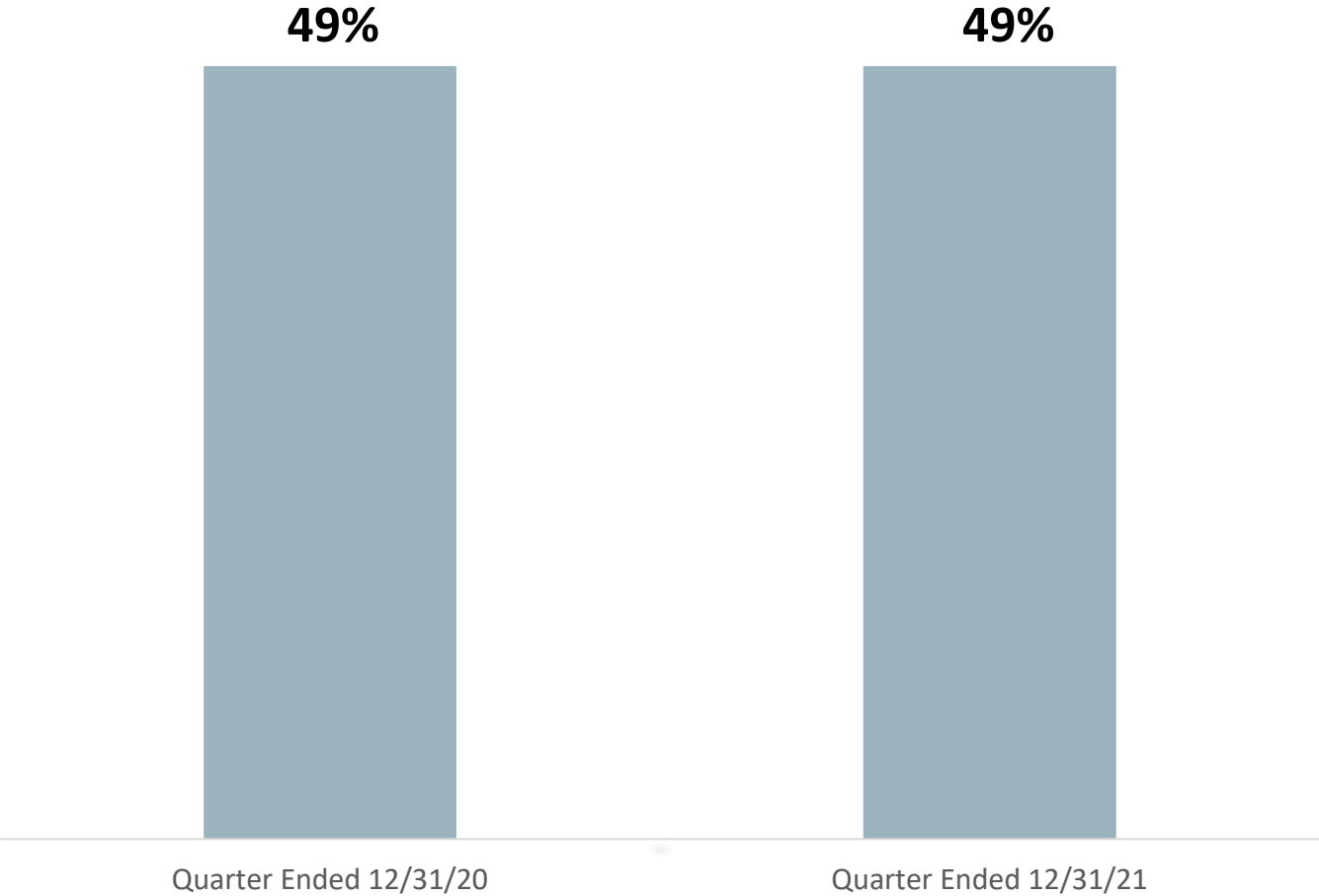
Net Sales from Traditional Segment (\$M)



Finished Jewelry & Loose Jewel Net Sales (\$M)

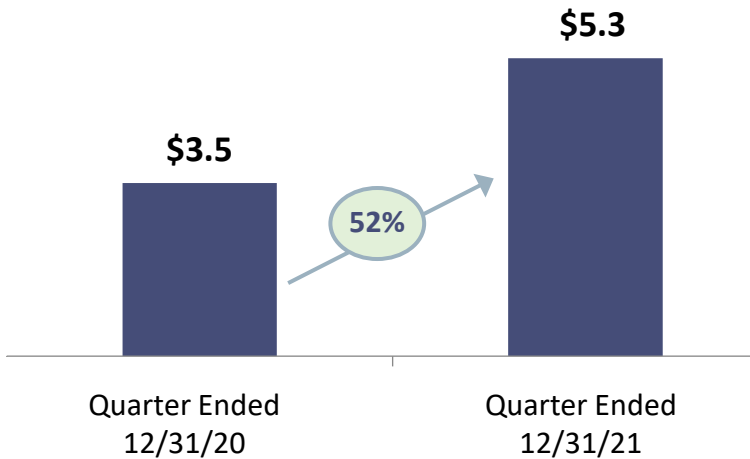


Q2 FY 2022 Gross Margin

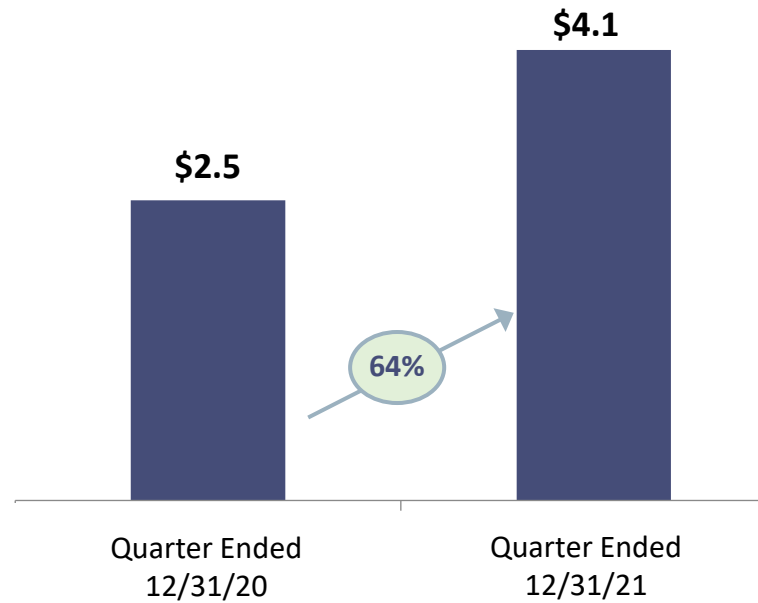


Q2 FY 2022 Operating Expenses

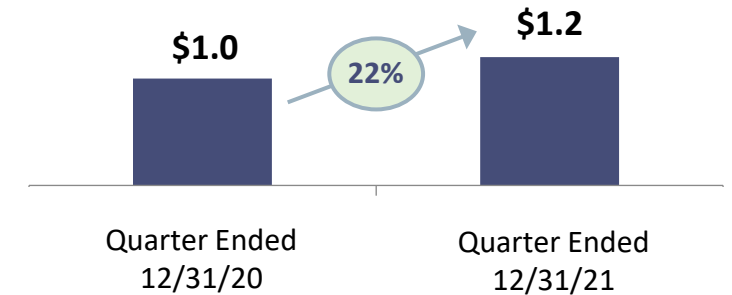
Total Operating Expenses (\$M)



Sales & Marketing Expenses (\$M)



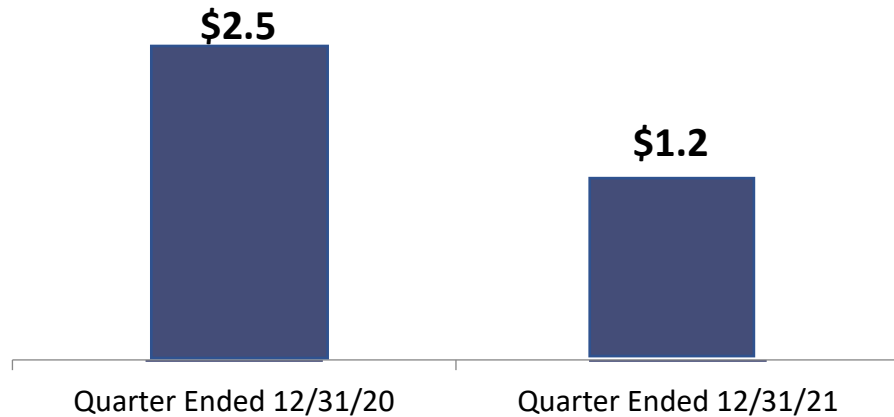
General & Administrative Expenses (\$M)



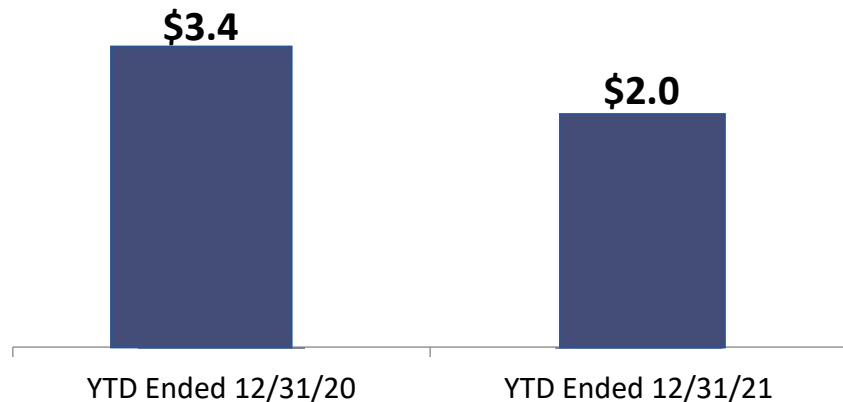
Net Income & Earnings Per Share

Q2 FY 2022 and YTD ended December 31, 2021

Net Income (\$M)

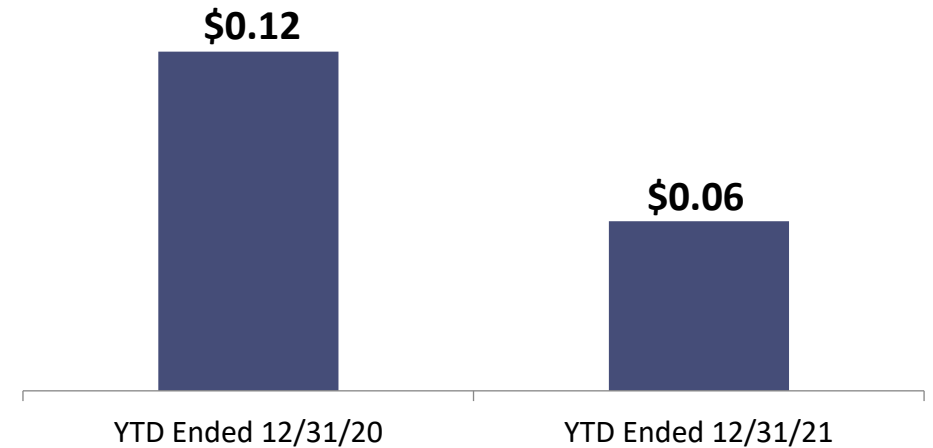
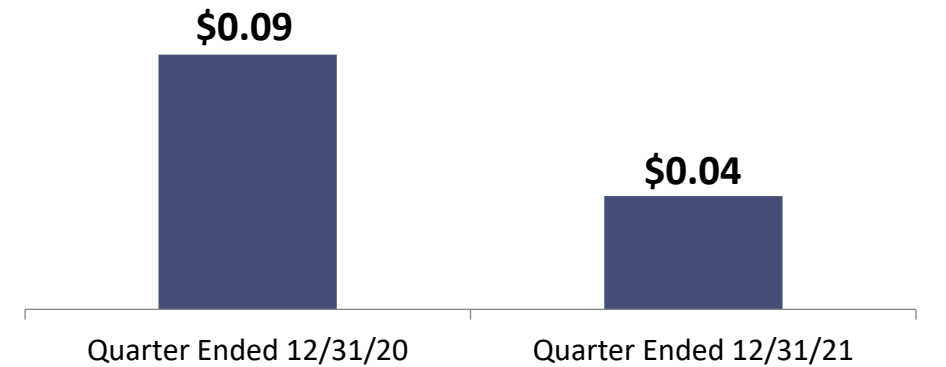


Note: Tax provision of \$283,000 for the Quarter Ended 12/31/2021 versus \$500 for the Quarter Ended 12/31/2020



Note: Tax provision of \$406,000 for the YTD Ended 12/31/2021 versus \$1,000 for the YTD Ended 12/31/2020

Net Earnings Per Diluted Share



Note: During the above periods, the weighted average shares outstanding increased approximately 2 million shares driven by an increase in option exercises by insiders and issuance of performance-based restricted stock to executives

BALANCE SHEET SUMMARY

(in millions, except per share)



	12/31/21	6/30/21
Total Cash ¹	\$21.3	\$21.4
Inventory	\$31.8	\$29.2
Total Assets	\$70.1	\$64.9
Debt	\$0.0	\$0.0
Total Liabilities	\$11.4	\$9.2
Shareholders' Equity	\$58.7	\$55.7
Shares Outstanding	30.6	29.9
Book Value Per Share	\$1.92	\$1.86

¹ Cash, cash equivalents and restricted cash

A close-up portrait of a young woman with dark, curly hair, smiling warmly. She is wearing a white top and a small, square-cut diamond earring. The background is softly blurred, showing a Christmas tree decorated with numerous warm-toned lights, creating a bokeh effect. The overall mood is festive and joyful.

RECENT KEY DRIVERS



Recent Key Drivers

- Distributed 14% More Packages
- Optimized Internal Systems and Processes
- Diversified Product Offerings
- New Collections and Expanded Assortments
- Scaled Sales and Operations Pipeline
- Created More Visibility for Brand
- Enhanced Customer Engagement
- Improvements to Site Performance and Load Times
- Flexed Digital Marketing Approach and Product Segmentation
- Boosted Digital Marketing Initiatives – Elevating the Charles & Colvard Brand
- Expanded In-House Video and Production Capabilities



WRAP-UP



QUESTIONS