

BRILLIANT EARTH®

Fourth Quarter and Fiscal Year 2022 Financial Results

March 15, 2023



Forward-Looking Statements

This Presentation and statements to be made on the earnings conference call (collectively, the "Presentation"), contain forward-looking statements. We intend such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 27A of the Securities Act of 1933, as amended (the "Securities Act"), and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"). All statements other than statements of historical facts contained in this Presentation may be forward-looking statements. Statements regarding our future results of operations and financial position, business strategy, and plans and objectives of management for future operations, including, among others, statements regarding expected growth and future capital expenditures, are forward-looking statements. In some cases, you can identify forward-looking statements by terms, such as "anticipate," "believe," "contemplate," "continue," "could," "estimate," "evolve," "expect," "intend," "may," "plan," "potential," "predict," "seek," "should," "strategy," "target," "will," or "would," or the negative of these terms or other similar expressions. Accordingly, we caution you that any such forward-looking statements are not guarantees of future performance and are subject to risks, assumptions, and uncertainties that are difficult to predict. You should not rely upon forward-looking statements as predictions of future events. We have based these forward-looking statements largely on our current expectations and projections about future events and trends that we believe may affect our financial condition, results of operations, business strategy, short-term and long-term business operations and objectives, and financial needs. Although we believe that the expectations reflected in these forward-looking statements are reasonable as of the date made, actual results may prove to be materially different from the results expressed or implied by the forward-looking statements. These forward-looking statements are subject to a number of risks, uncertainties, and assumptions, including, but not limited to: the Company has grown rapidly in recent years and has limited operating experience at our current scale of operations; the Company may be unable to manage growth effectively; increases in costs of diamonds, other gemstones and precious metals and supply shortages; the Company's ability to maintain a low cost of production and distribution; fluctuations in the pricing and supply of diamonds, other gemstones, and precious metals, particularly responsibly sourced natural and lab-grown diamonds and recycled precious metals such as gold, increases in labor costs for manufacturing such as wage rate increases, as well as inflation, and energy prices; the Company's ability to cost-effectively turn existing customers into repeat customers or to acquire new customers; risks related to the Company's expansion plans in the U.S.; an overall decline in the health of the economy and other factors impacting consumer spending, such as recessionary conditions, governmental instability, war or the threat of war, and natural disasters may affect consumer purchases; the Company has a history of losses, and may be unable to sustain profitability; competition in the fine jewelry retail industry; the Company's ability to manage its inventory balances and inventory shrinkage; a decline in sales of Create Your Own rings would negatively affect the Company's business, financial condition, and results of operations; the Company's ability to maintain and enhance its brand; the Company's marketing efforts to help grow its business may not be effective; environmental, social, and governance matters may impact the Company's business and reputation; risks related to the Company's e-commerce and omnichannel business; the Company's ability to effectively anticipate and respond to changes in consumer preferences and shopping patterns; the Company's results of operations and operating cash flows could fluctuate on a quarterly and annual basis, which may make it difficult to predict its future performance; the Company's principal asset is its interest in Brilliant Earth, LLC, and, as a result, the Company depends on distributions from Brilliant Earth, LLC to pay its taxes and expenses; risks related to the Company's obligations under its Tax Receivable Agreement and its organizational structure; and the other risks and uncertainties described in the section titled "Risk Factors" in our Annual Report on Form 10-K for the year ended December 31, 2021, which filing is available at www.sec.gov. We qualify all of our forward-looking statements by these cautionary statements. These forward-looking statements speak only as of the date of this Presentation. Except as required by applicable law, we undertake no obligation to update or revise any forward-looking statements contained in this Presentation, whether as a result of any new information, future events or otherwise.

Disclosure Regarding Non-GAAP Financial Measures and Key Metrics

This Presentation contains certain financial measures not presented in accordance with US Generally Accepted Accounting Principles ("GAAP"). These non-GAAP financial measures provide users of our financial information with useful information in evaluating our operating performance and exclude certain items from net income that may vary substantially in frequency and magnitude from period to period. Please refer to the section of this presentation entitled "Non-GAAP Metrics and Reconciliations" for a reconciliation of GAAP to non-GAAP financial information. This Presentation also contains certain key business metrics which are used to evaluate our business and growth trends, establish budgets, measure the effectiveness of our sales and marketing efforts, and assess operational efficiencies. We define total orders as the total number of customer orders delivered less total orders returned in a given period (excluding those repair, resize, and other orders which have no revenue). We view total orders as a key indicator of the velocity of our business and an indication of the desirability of our products to our customers. Total orders, together with AOV, is an indicator of the net sales we expect to recognize in a given period. Total orders may fluctuate based on the number of visitors to our website and showrooms, and our ability to convert these visitors to customers. We believe that total orders is a measure that is useful to investors and management in understanding our ongoing operations and in an analysis of ongoing operating trends. We define average order value, or AOV, as net sales in a given period divided by total orders in that period. We believe that AOV is a measure that is useful to investors and management in understanding our ongoing operations and in an analysis of ongoing operating trends. AOV varies depending on the product type and number of items per order. AOV may also fluctuate as we expand into and increase our presence in additional product categories and price points, and open additional showrooms.

Industry and Market Data

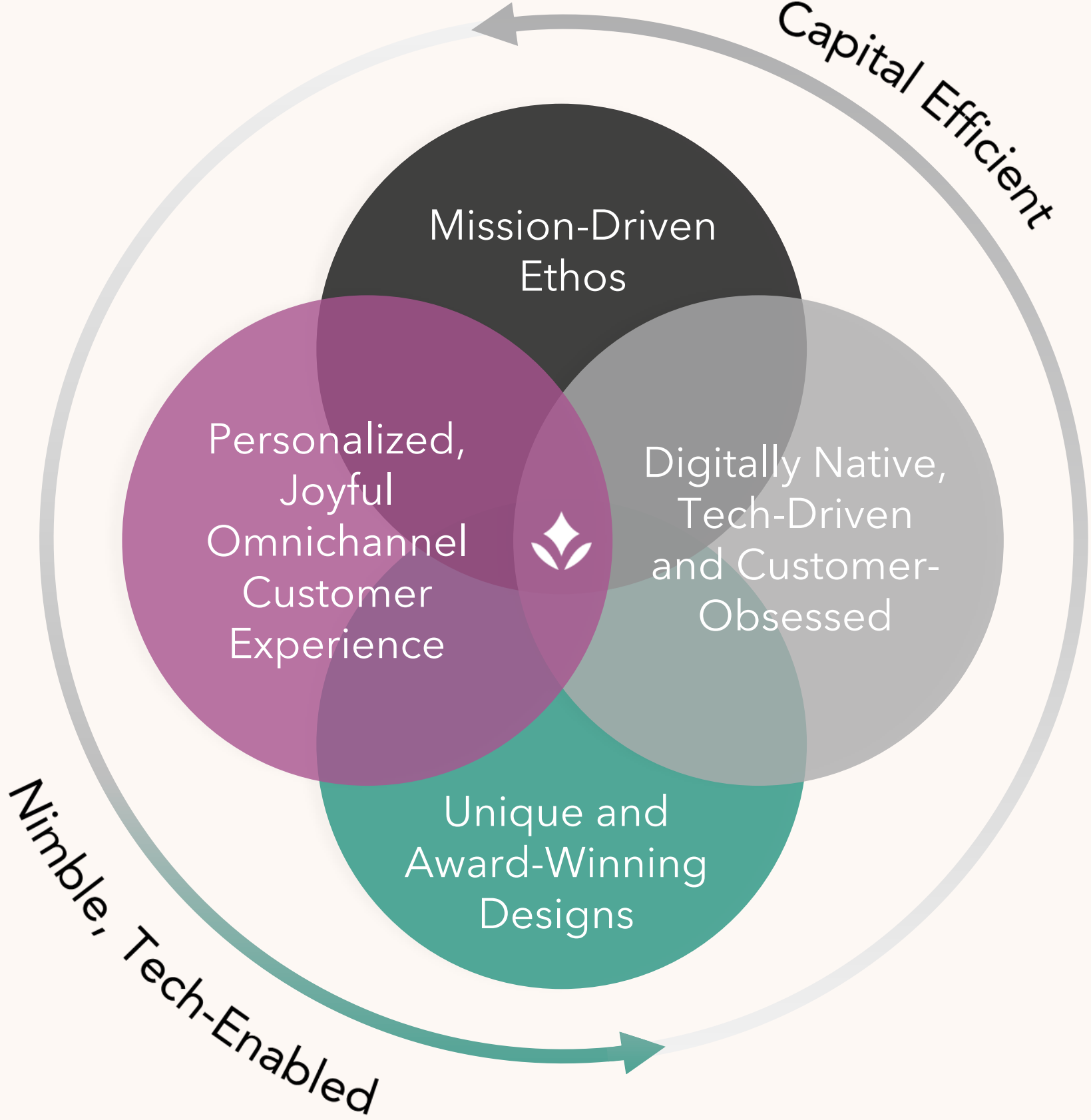
We include in this Presentation statements regarding factors that have impacted our industry. Such statements are statements of belief and are based on industry data and forecasts that we have obtained from internal company surveys, publicly available information, industry publications and surveys and third-party studies. Industry publications, surveys and forecasts generally state that the information contained therein has been obtained from sources believed to be reliable, but there can be no assurance as to the accuracy or completeness of such information. Certain market, ranking and industry data included in the Presentation, including the size of certain markets and our size or position and the positions of our competitors within these markets, including our services relative to our competitors, are based on estimates of our management. These estimates have been derived from our management's knowledge and experience in the market in which we operate, as well as information obtained from internal company surveys, industry publications and surveys, third-party studies and other publicly available information related to the market in which we operate. Unless otherwise noted, all of our market share and market position information presented in this Presentation is an approximation based on management's knowledge. In addition, while we believe that the industry information included herein is generally reliable, such information is inherently imprecise. While we are not aware of any misstatements regarding the industry data presented herein, our estimates involve risks and uncertainties and are subject to change based on various factors.

Trademarks

This Presentation includes our trademarks and trade names which are protected under applicable intellectual property laws and are our property.



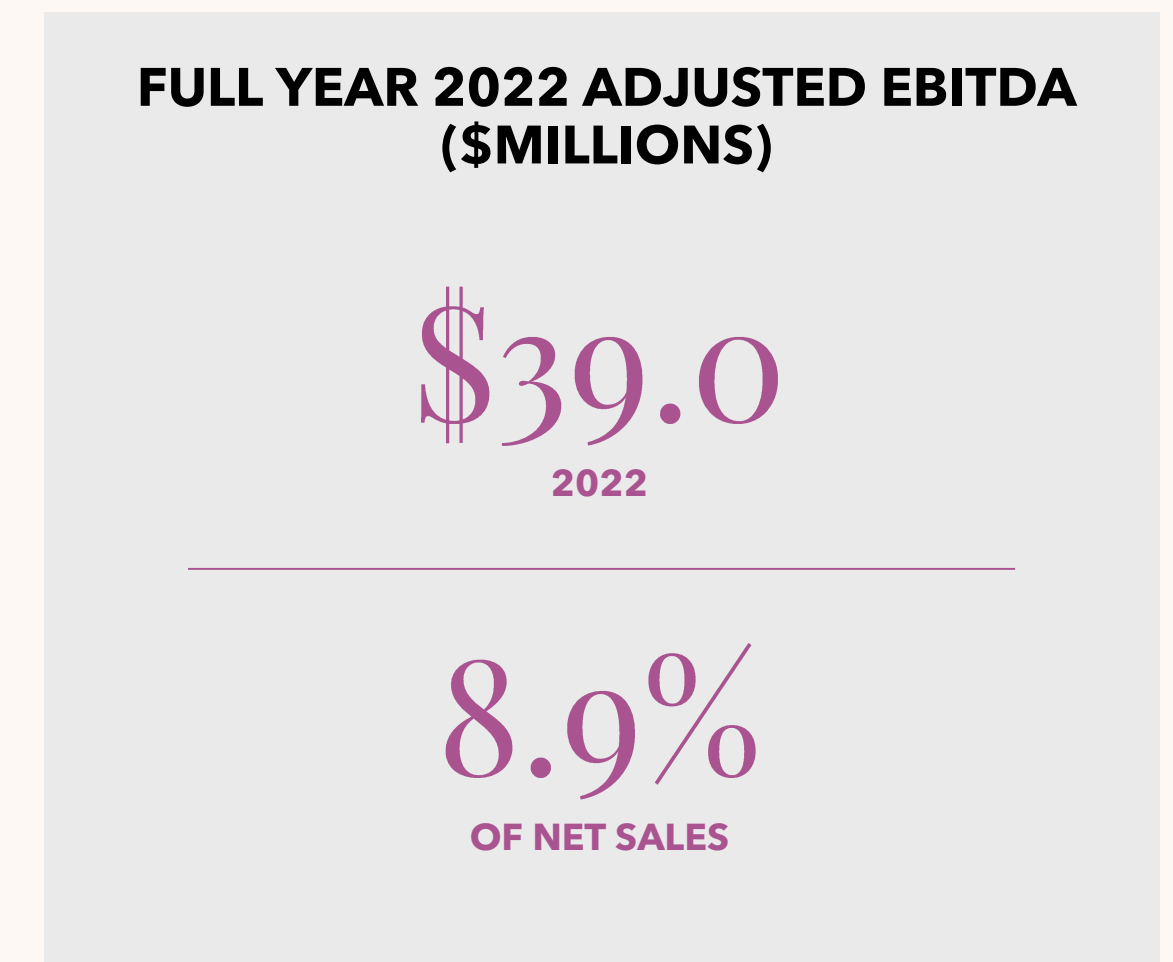
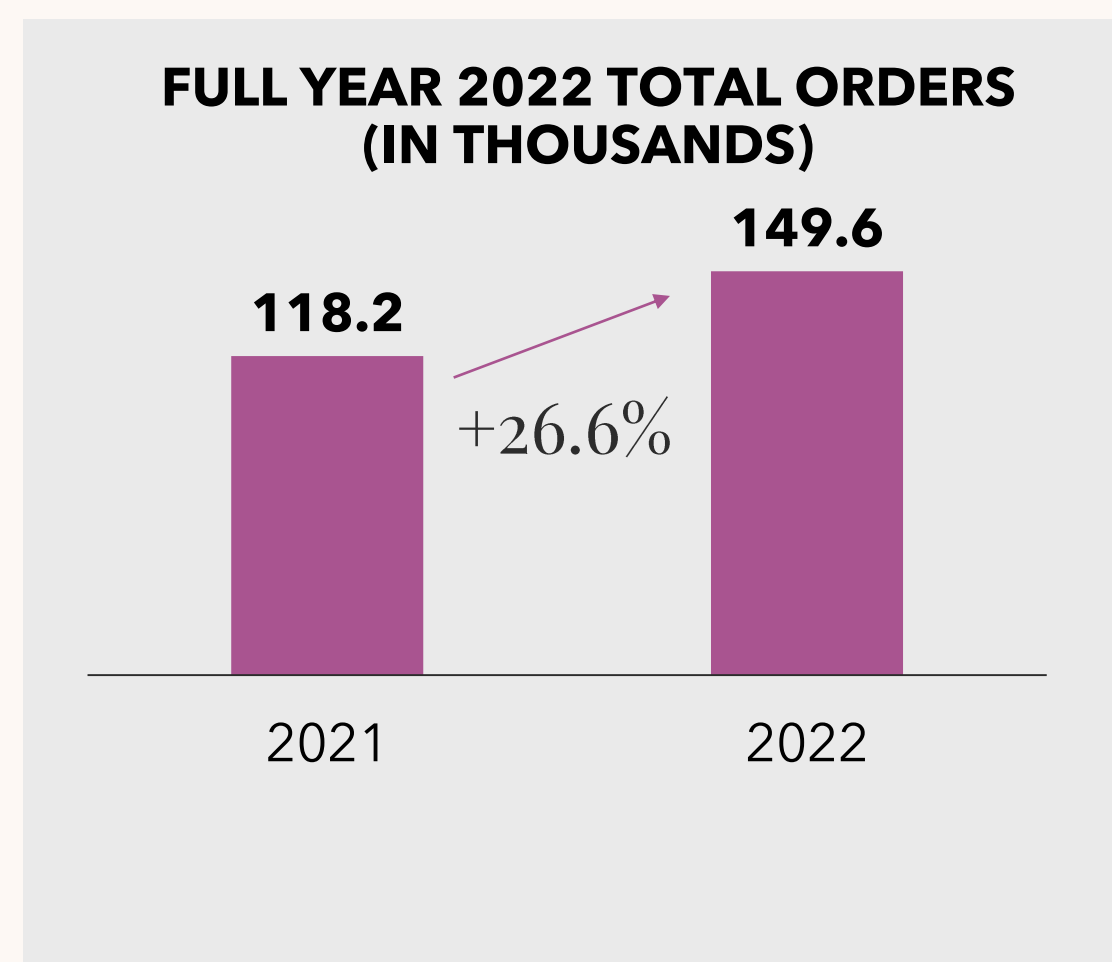
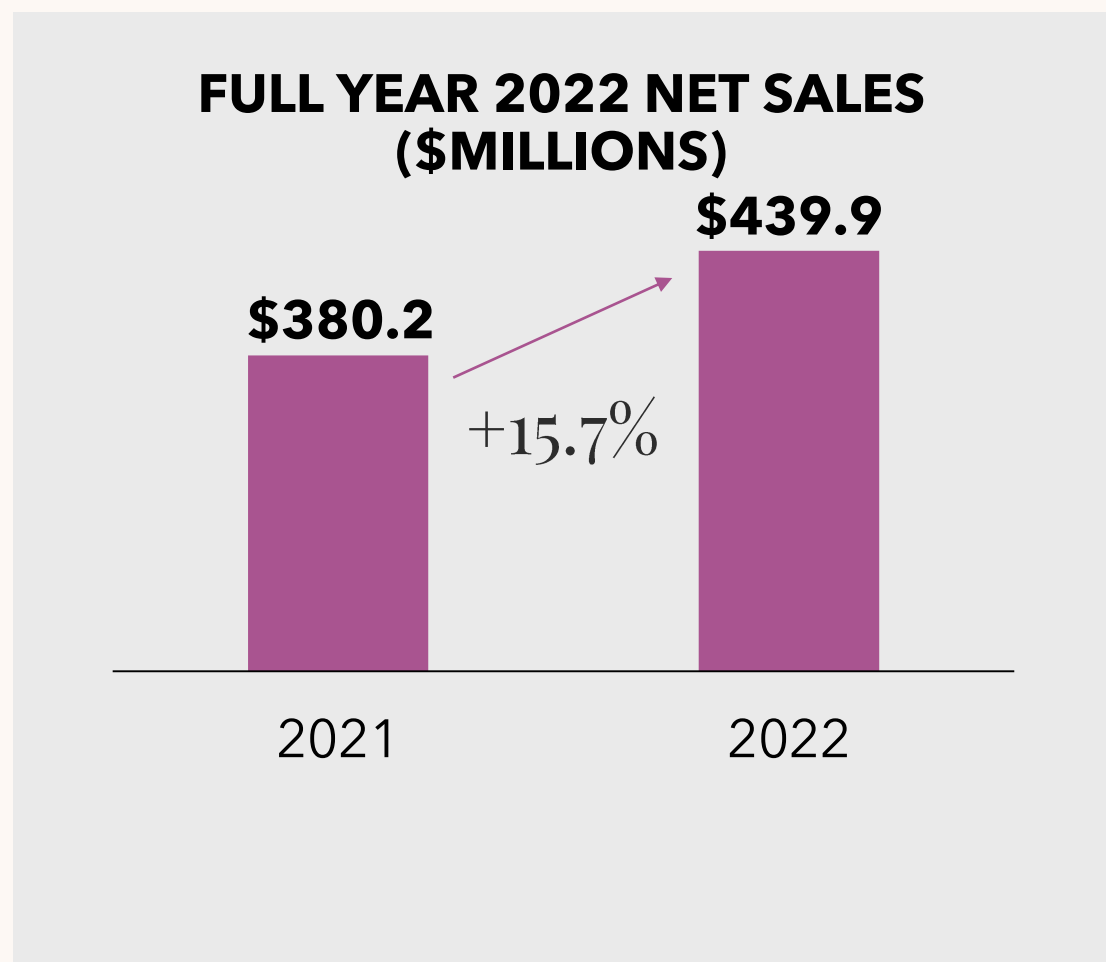
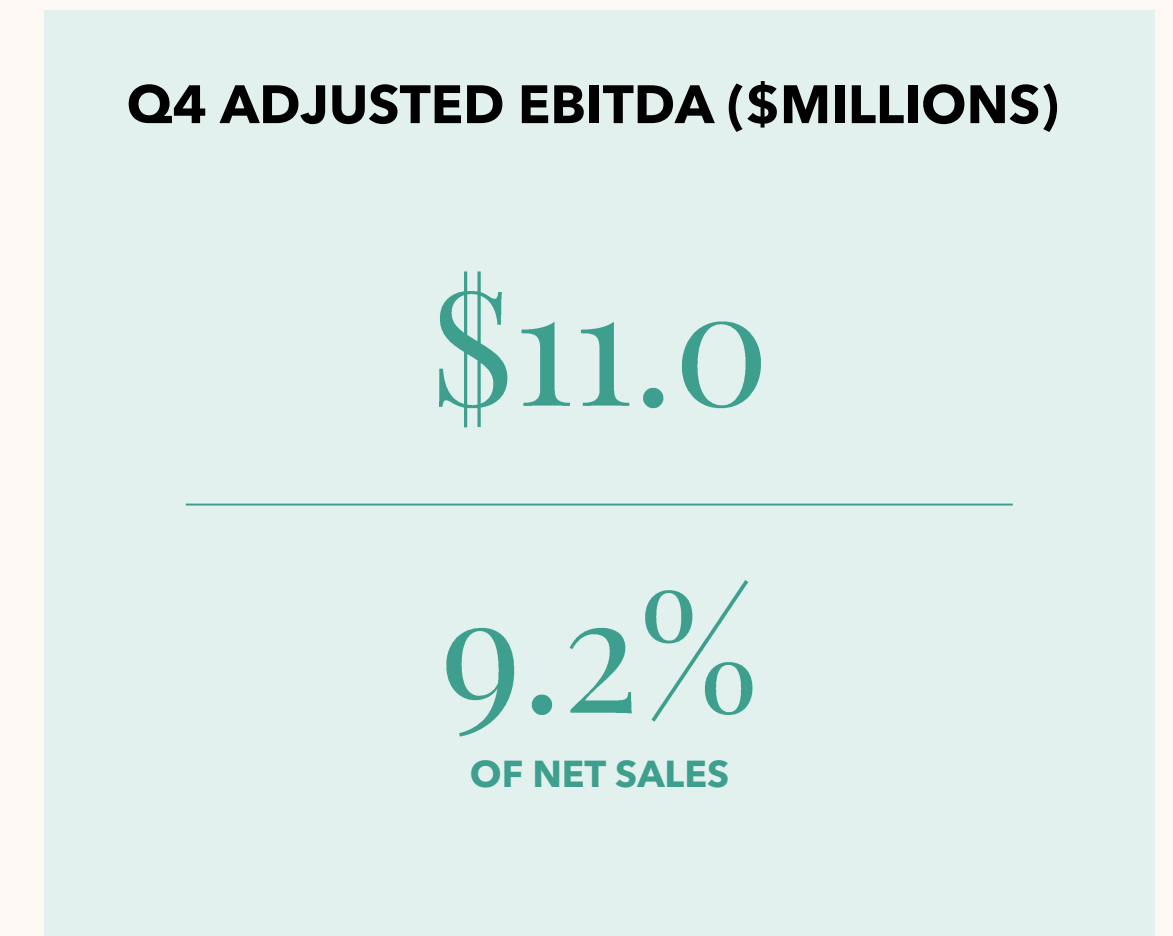
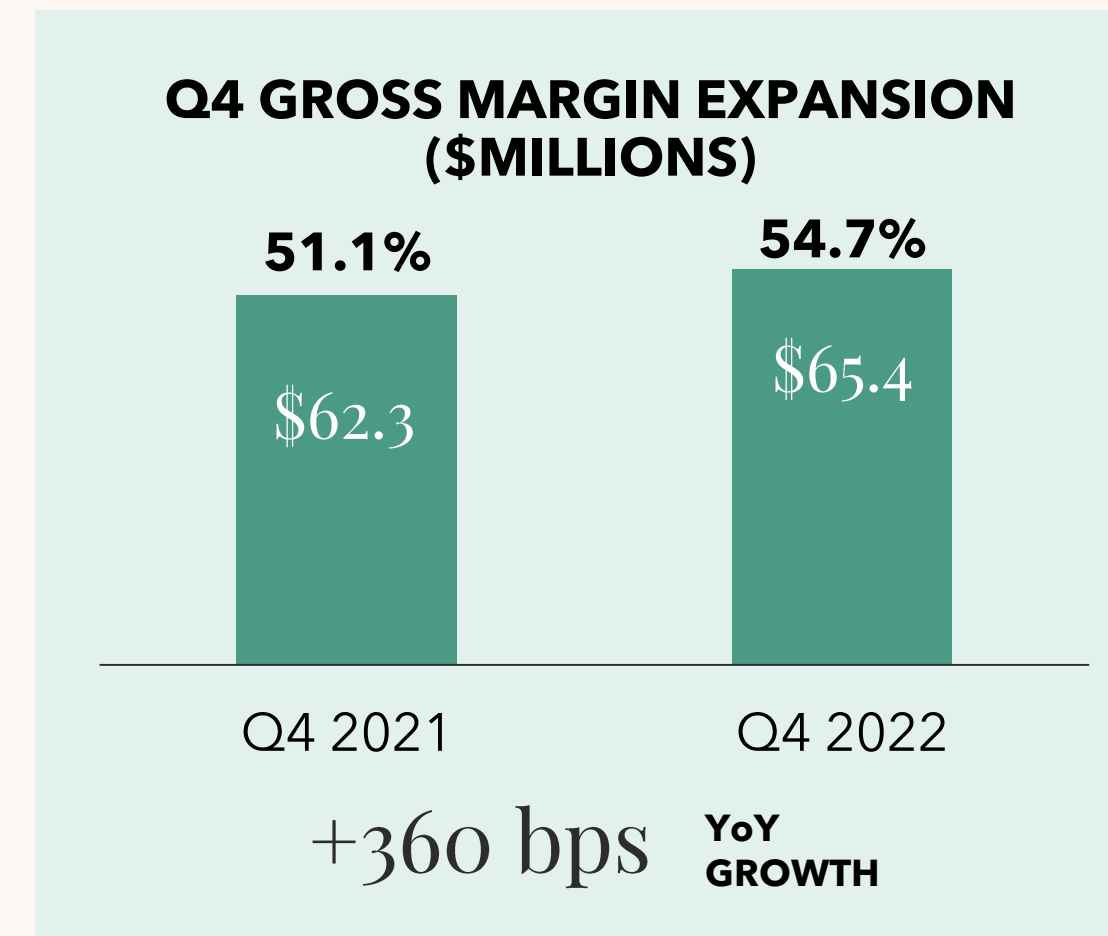
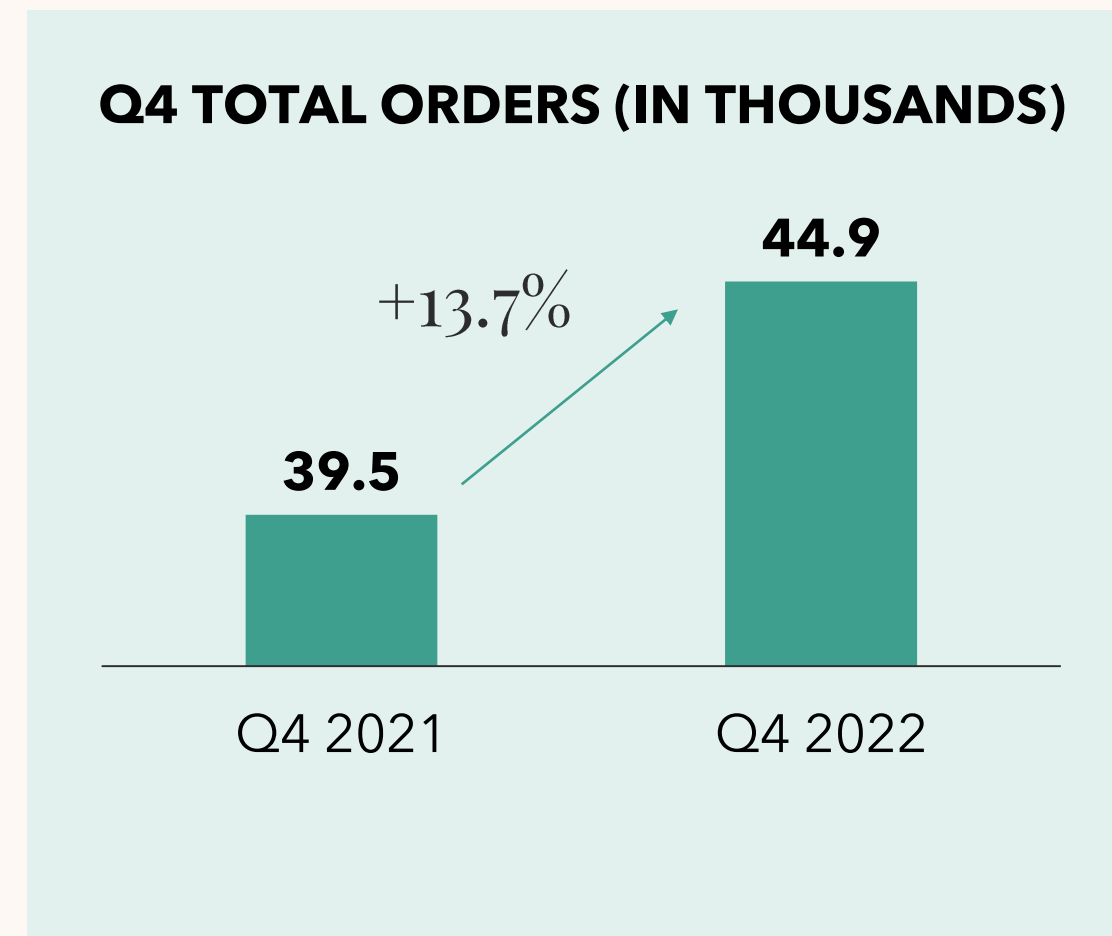
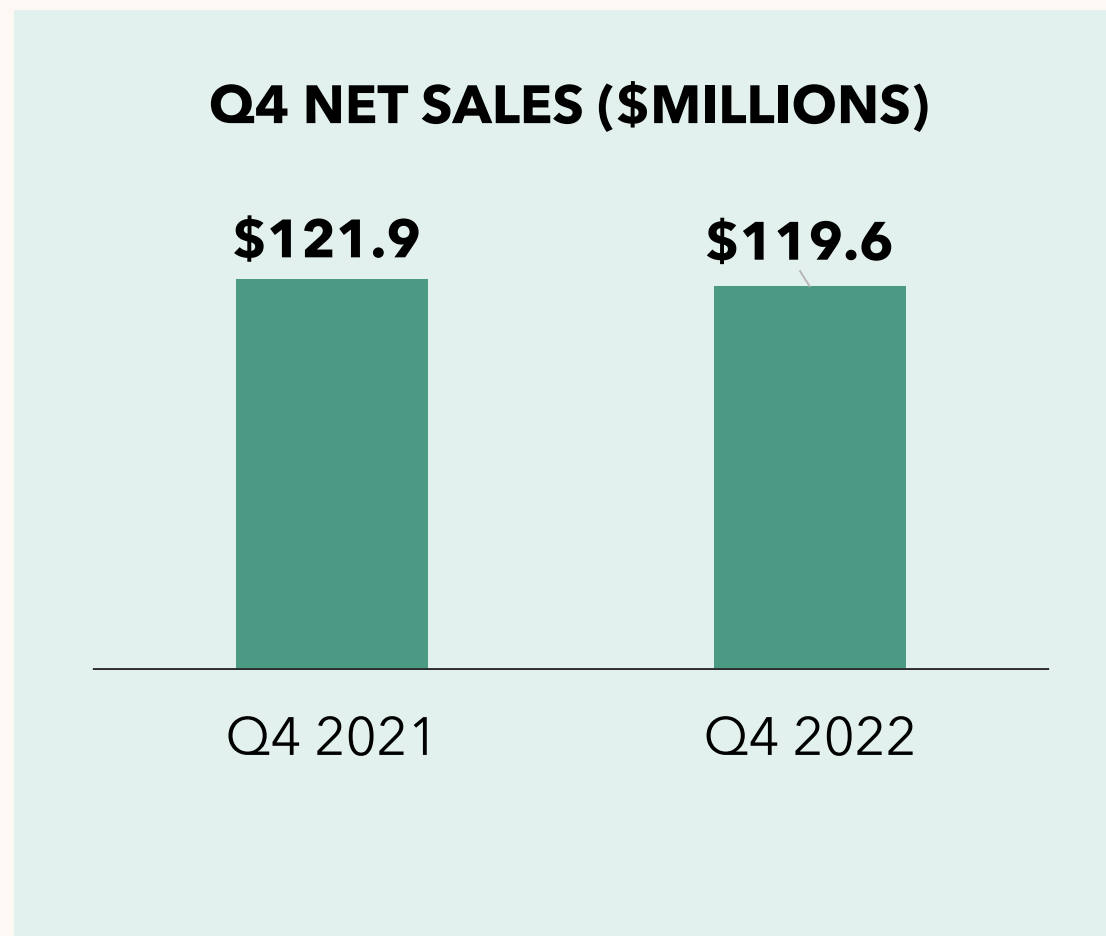
The Next Generation Fine Jeweler for Today's Consumer



Brilliant Earth is a global leader in fine jewelry. We are successfully executing our strategy to transform and modernize the jewelry industry.



Fourth Quarter and Fiscal Year 2022 Financial Results



Growing Brand Reach and Resonance

- ✦ Digital-first brand with strong Gen-Z and Millennial resonance
- ✦ Online searches for Brilliant Earth reached an all-time high in Q4 2022
- ✦ Number of customers served in 2022 grew ~25% year-over-year



Brand Awareness

- ✦ Key influencer-led campaigns
- ✦ Over 100m social media video views in 2022
- ✦ Nearly 70% increase in media impressions year over year



Increasing Awareness



Leveraging Influencers and Partnerships



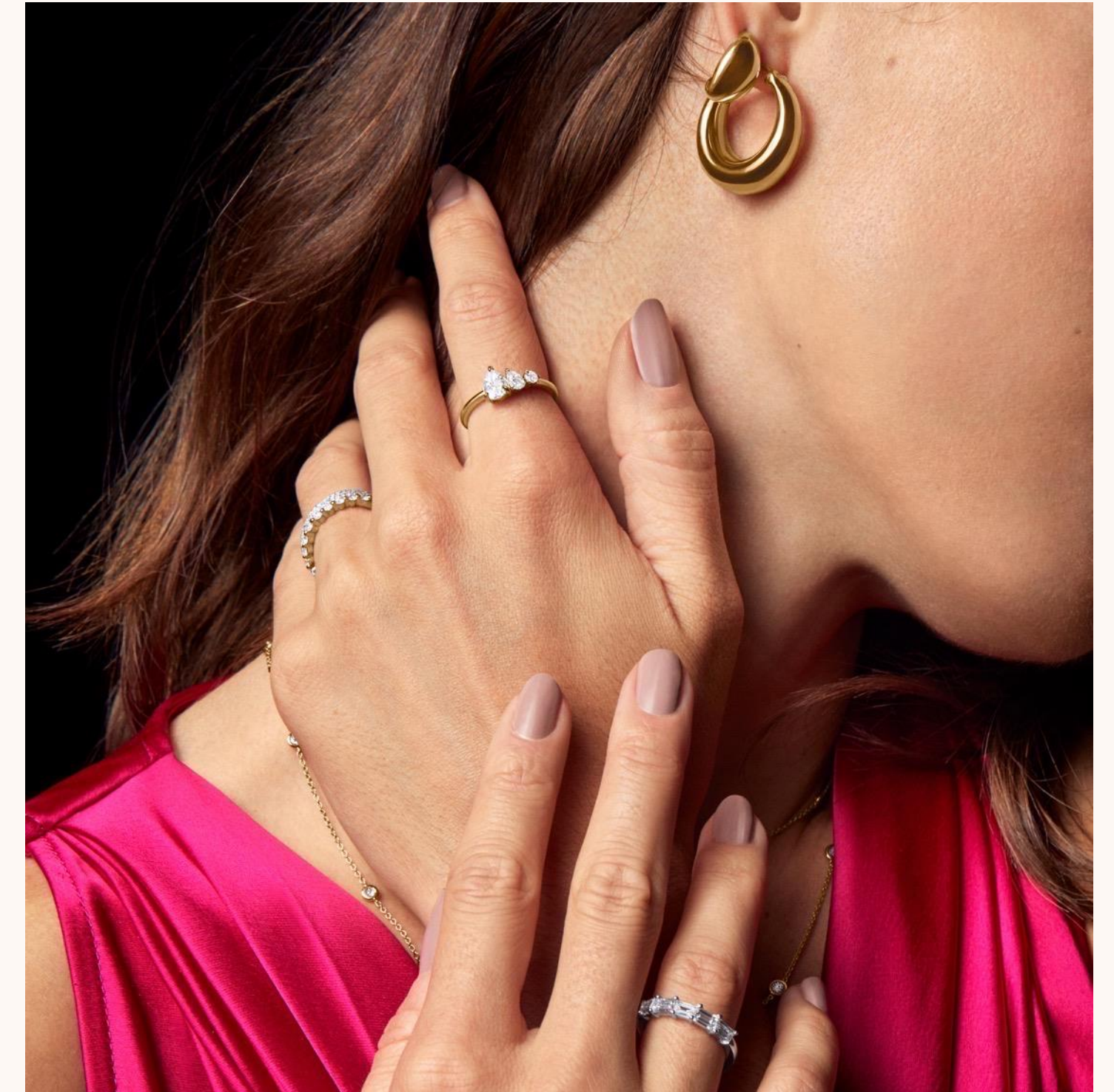
Mission-Driven Storytelling



Product

BEAUTIFULLY DESIGNED, TREND LEADING,
DISTINCTIVE, PERSONALIZED PRODUCTS

- ✦ ~70% y/y growth in estimated female self-purchase orders during 2022
- ✦ Successful launches drove strong growth in Fine Jewelry
- ✦ Launched new collections and collaborations, including Men's Fine Jewelry and Fashion rings
- ✦ Continued strength in wedding bands



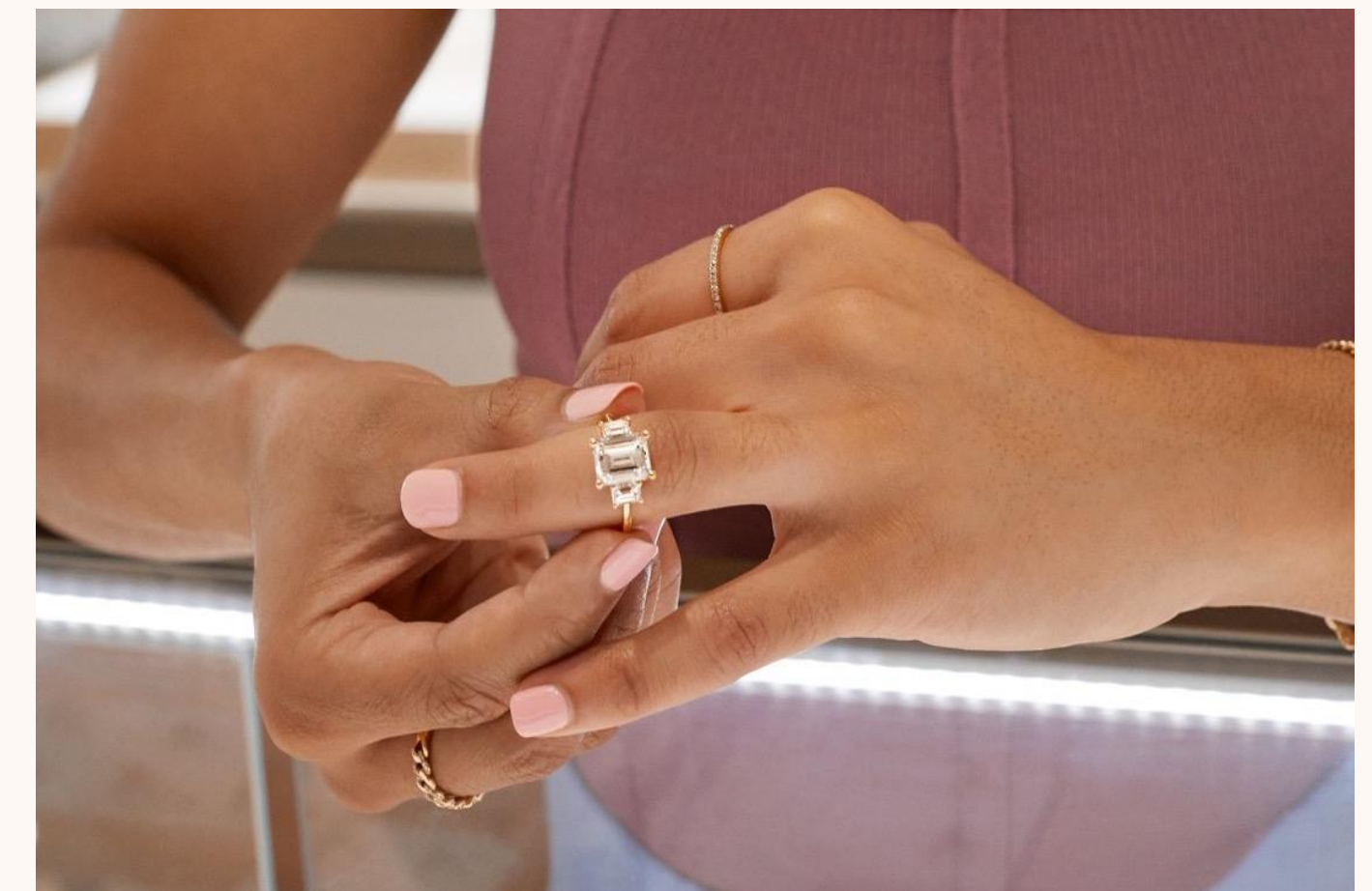
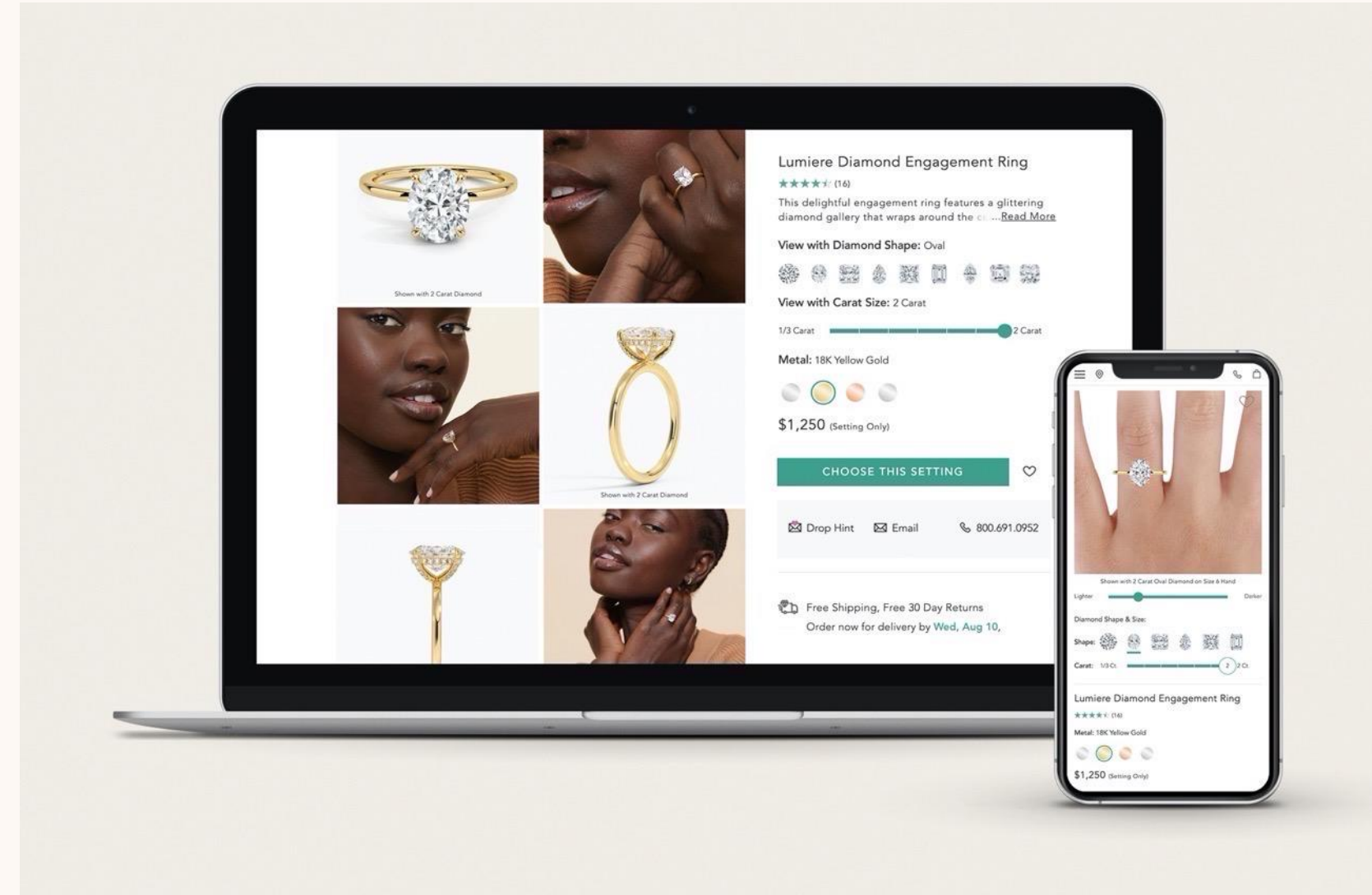
Power of Our Showroom Model

- ✦ Expanded our showroom footprint, adding 10 new showrooms during the year and bringing the **total number of showrooms to 25**
- ✦ Launched 3 new showrooms in Q4 2022 - Palo Alto, Santa Monica, and Baltimore
- ✦ Showrooms opened at least one year have generated ~100% metro bookings growth in the first year post-opening
- ✦ Expect to open at least 10 new showrooms in 2023



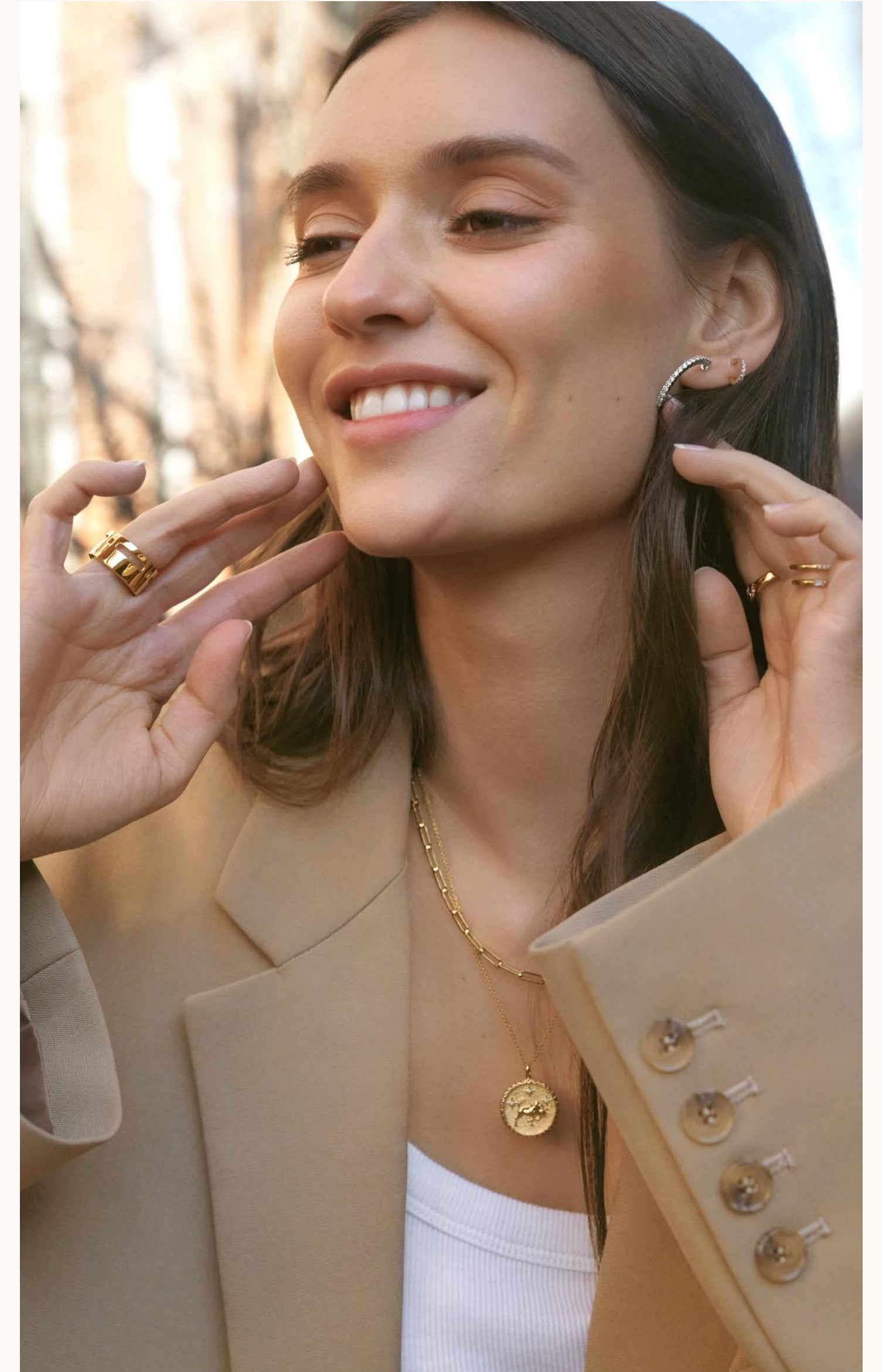
Omnichannel

- ✦ Seamless, frictionless consumer experiences across digitally native and showroom environments
- ✦ Showroom experience and formats that enhance customer engagement
- ✦ Industry-leading features that optimize consumers' experiences online
- ✦ Online waitlist to provide convenient appointment booking



2023 Priorities

- ✦ Continue on path to become the premier global jewelry brand for today's consumer
- ✦ Expand and refine distinctive, high-quality product offering
- ✦ Expand and elevate omnichannel experience
- ✦ Invest in technology and systems to enable continued profitable growth



Brilliant Earth's Competitive Advantages



1 VAST INDUSTRY THAT IS RIPE FOR DISRUPTION

2 AGILE BUSINESS MODEL THAT CAN SWIFTLY ADAPT

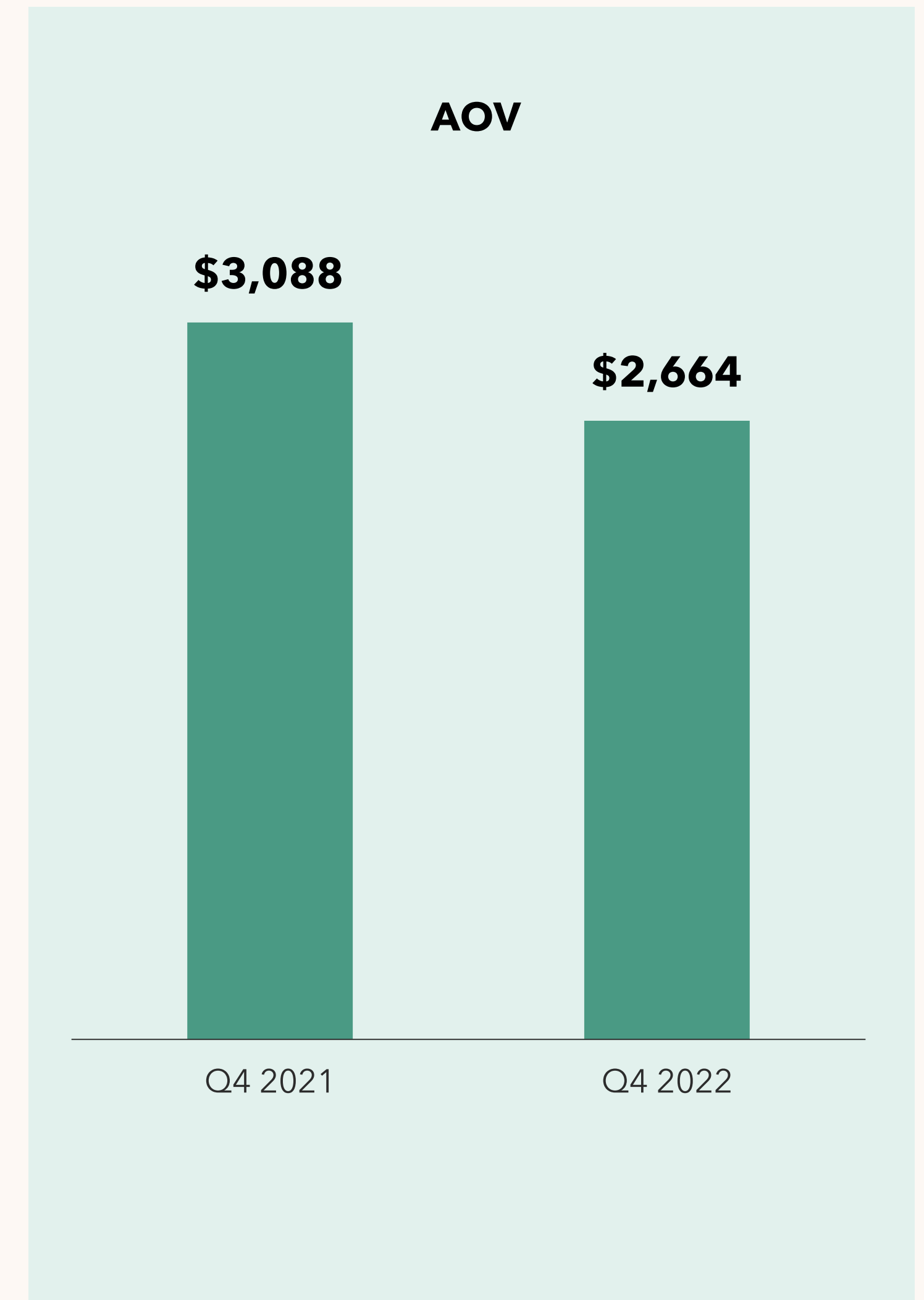
3 DATA INFORMS DECISION-MAKING
ASSET LIGHT MODEL NOT BURDENED
BY HOLDING EXCESS INVENTORY

4 OMNICHANNEL MODEL PROVIDES A JOYFUL,
SEAMLESS SHOPPING EXPERIENCE

5 VALUES THAT STRONGLY RESONATE WITH
OUR CUSTOMERS

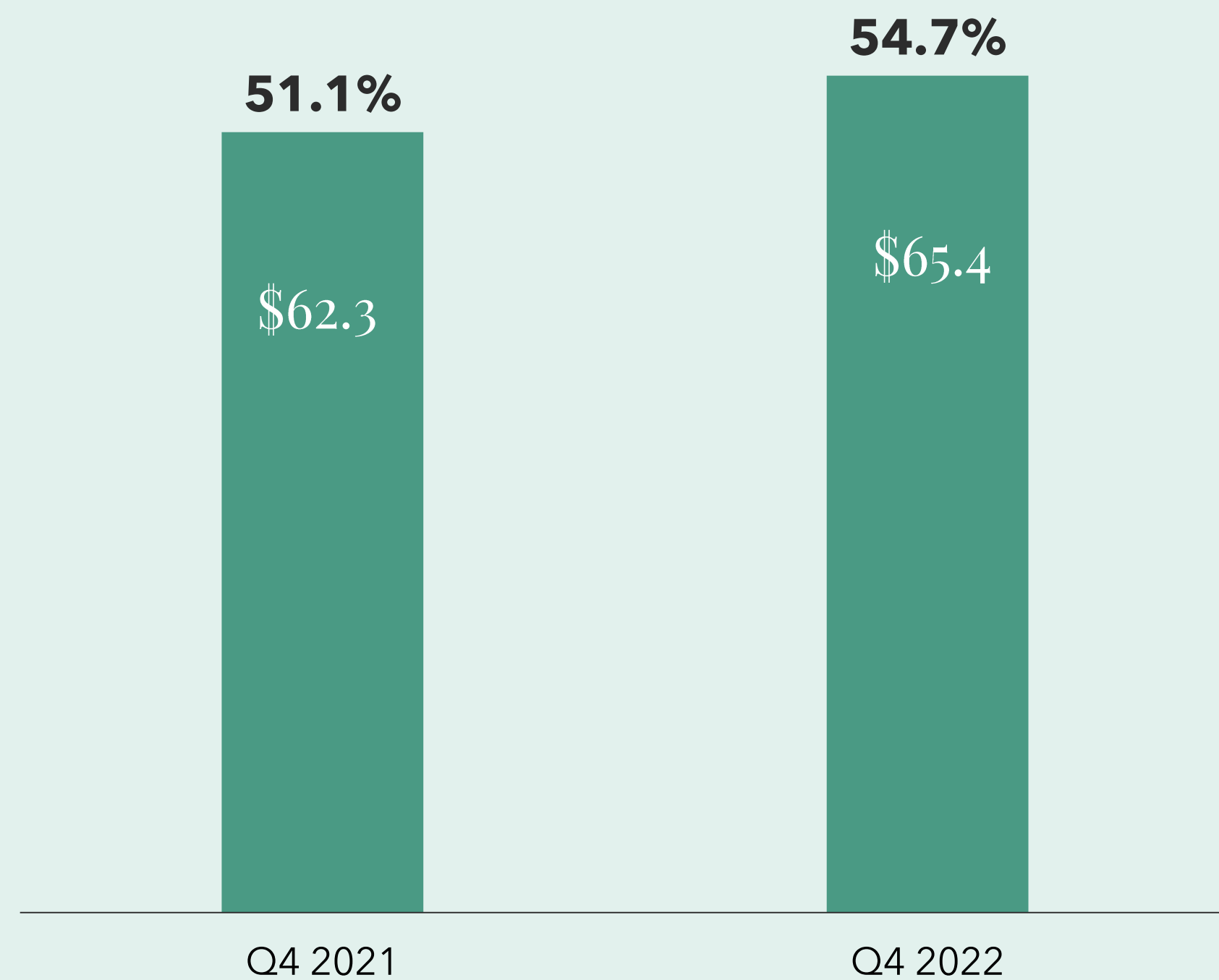


Fourth Quarter 2022 Financial Results



Fourth Quarter 2022 Financial Results

GROSS MARGIN (\$MILLIONS)



+360 bps YoY
GROWTH

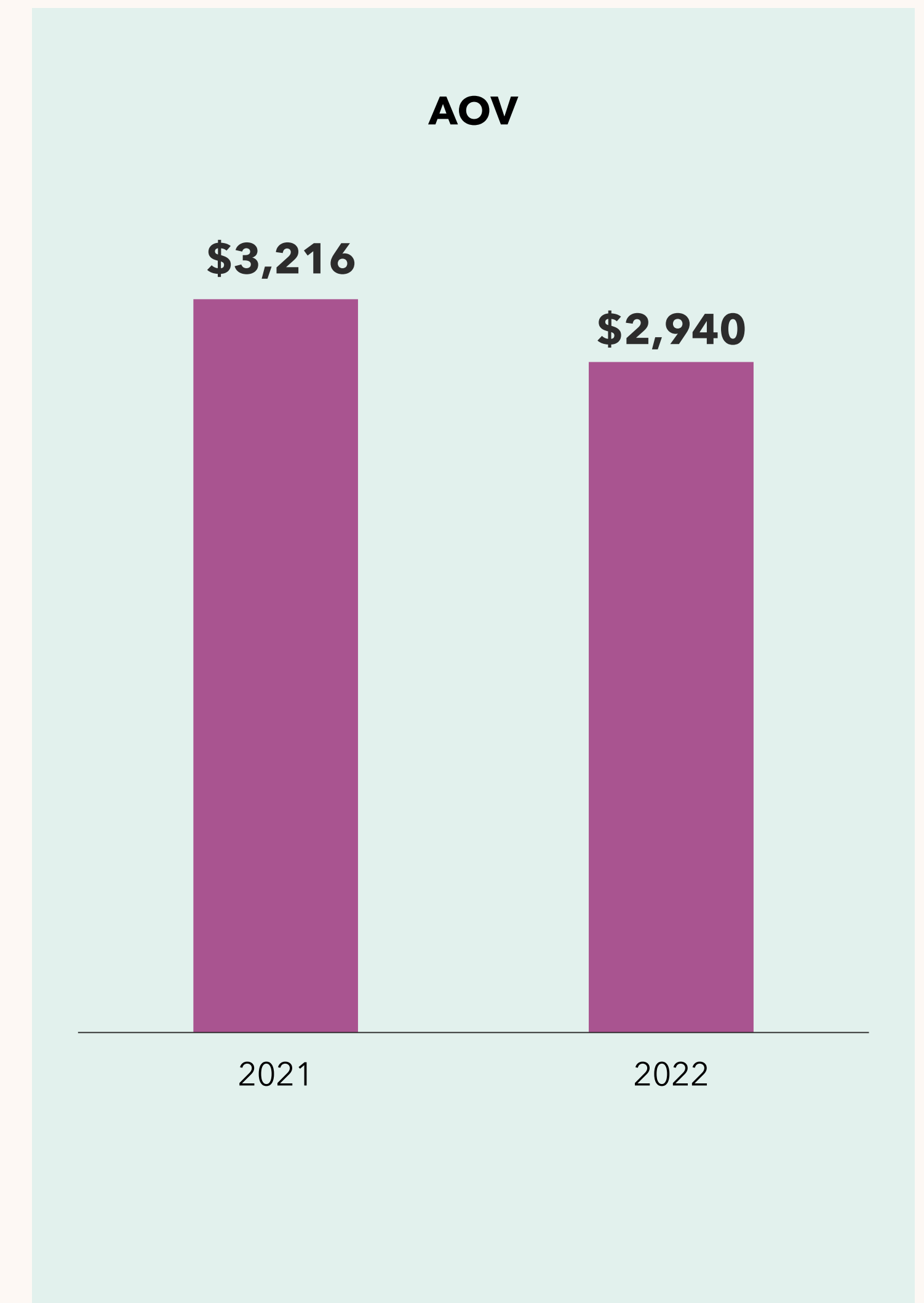
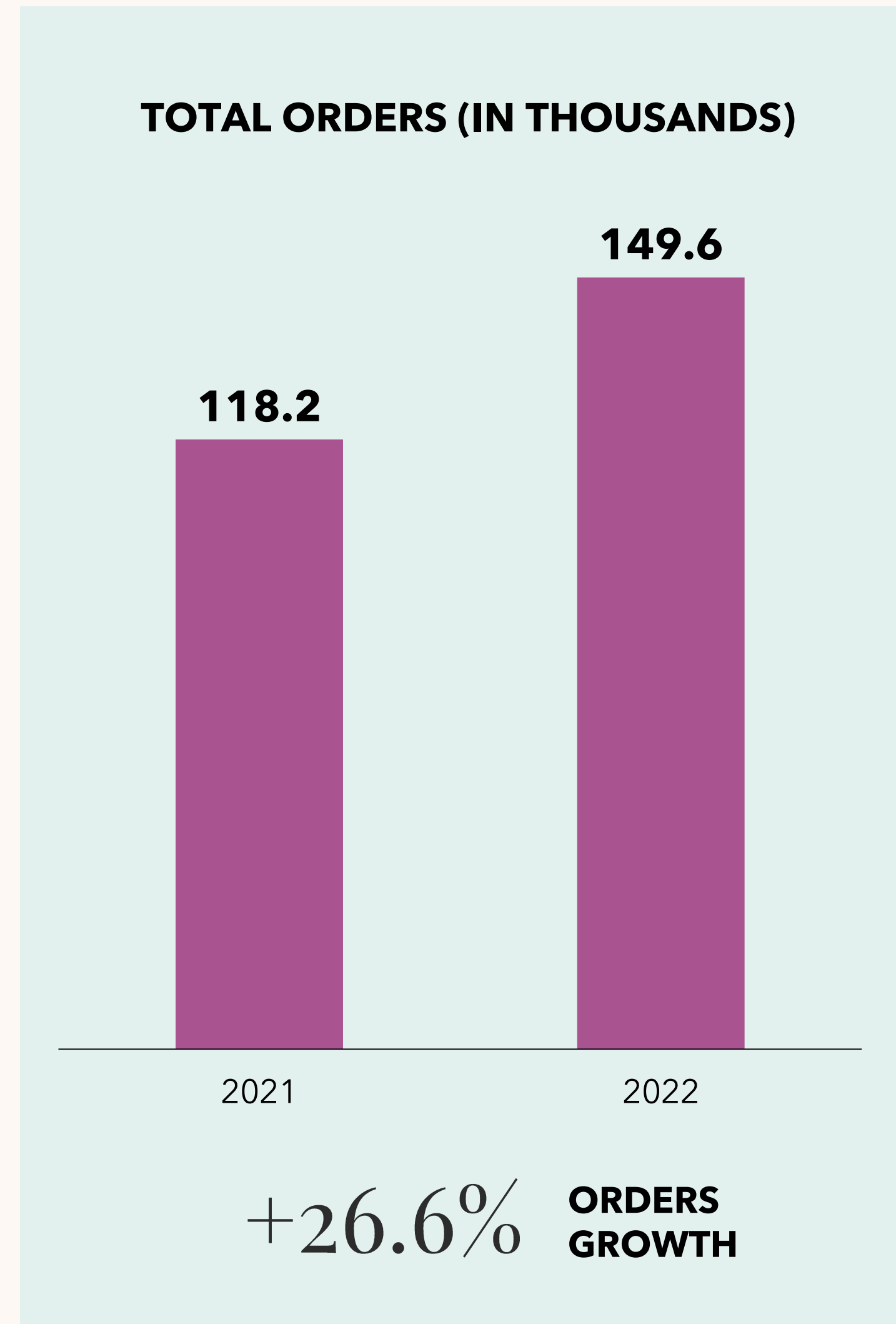
ADJUSTED EBITDA (\$MILLIONS)



9.2% Q4 2022
ADJUSTED EBITDA MARGIN

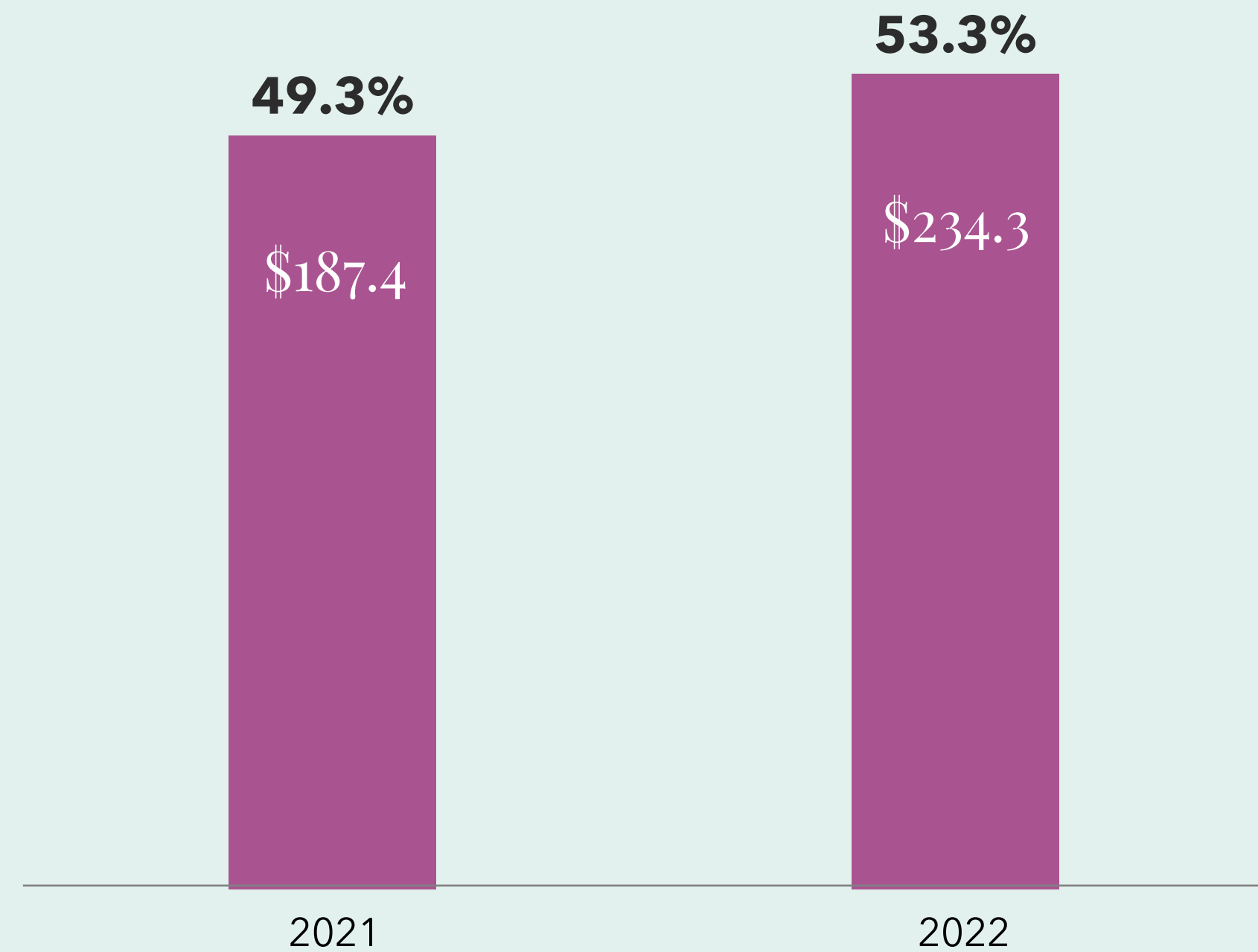


Fiscal Year 2022 Financial Results



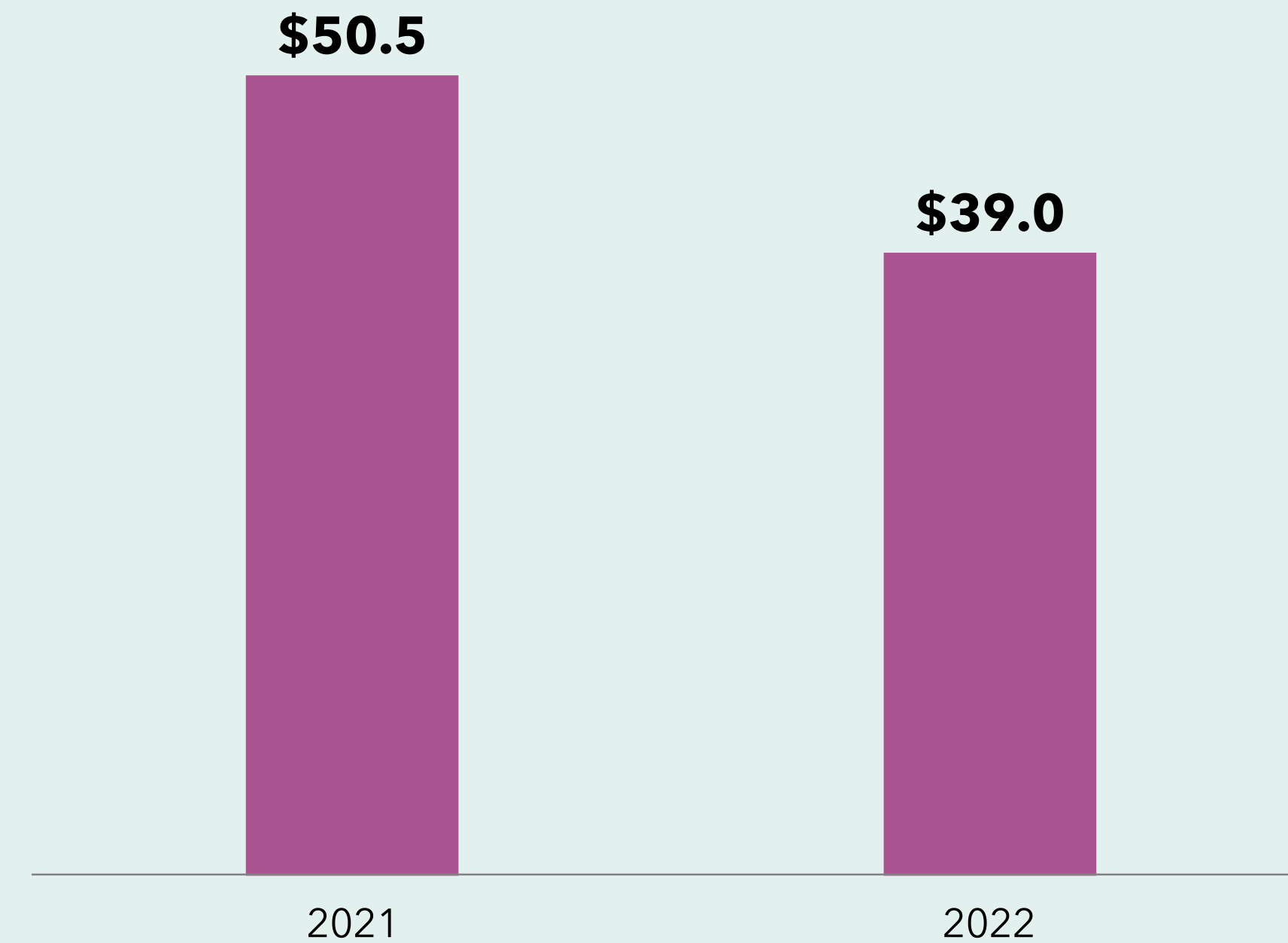
Fiscal Year 2022 Financial Results

GROSS MARGIN (\$MILLIONS)



+400 bps YoY
GROWTH

ADJUSTED EBITDA (\$MILLIONS)



8.9% FULL YEAR 2022
ADJUSTED EBITDA MARGIN



Long-Term Growth Targets

1 NET SALES GROWTH RATE: HIGH 20s TO LOW 30s %

2 GROSS MARGIN: MID 50s %

3 MARKETING % OF NET SALES: MID TO HIGH TEENS

4 ADJUSTED EBITDA MARGIN: 15-20%+





2023 Outlook

First Quarter

\$94m–\$96m

NET SALES

\$2.5m–\$3.5m

ADJUSTED EBITDA

Fiscal Year

\$460m–\$490m

NET SALES

\$17m–\$32m

ADJUSTED EBITDA



Appendix



GAAP to Non-GAAP Reconciliations

ADJUSTED EBITDA AND ADJUSTED EBITDA MARGIN

(Unaudited and \$ in 000's)	Three months ended December 31,		Twelve months ended December 31,	
	2022	2021	2022	2021
Net income, as reported	\$6,186	\$11,409	\$19,025	\$26,256
Interest expense	\$958	\$1,803	\$4,658	\$7,589
Income tax benefit	(\$557)	(\$339)	(\$168)	(\$316)
Depreciation expense	\$674	\$324	\$1,922	\$860
Amortization of cloud-based software implementation costs	\$177	-	\$263	-
Showroom pre-opening expense	\$1,848	\$575	\$4,450	\$2,773
Equity-based compensation expense	\$2,277	\$1,923	\$8,840	\$2,795
Loss on early extinguishment of debt	-	-	\$617	-
Other (income) expense, net ¹	(\$539)	\$83	(\$805)	\$6,601
Transaction costs & other expense ²	-	\$150	\$180	\$3,926
Adjusted EBITDA	\$11,024	\$15,928	\$38,982	\$50,484
Net income margin	5.2%	9.4%	4.3%	6.9%
Adjusted EBITDA margin	9.2%	13.1%	8.9%	13.3%

1. Other expense, net for the year ended December 31, 2021 consists primarily of the change in fair value of the warrant liability necessary to mark our warrants to fair market value. Other income includes interest and other miscellaneous income, partially offset by expenses such as losses on exchange rates on consumer payments.

2. These expenses are those that we did not incur in the normal course of business. These expenses for all periods presented include professional fees in connection with the evaluation and preparation for operations as a public company. Additionally, the expense also includes a charitable donation and costs associated with the opening of a new operations facility for the year ended December 31, 2021.

