



BRILLIANT EARTH®

2023

Mission Report





# OUR MISSION

To create a more transparent, sustainable, compassionate, and inclusive jewelry industry.

It's in our DNA.

## Transparency

Driving change in our industry by being open about our ethical business practices, governance, and sourcing of environmentally and socially responsible diamonds, gemstones, and precious metals.

## Sustainability

Practicing circularity using recycled and responsible materials, following sustainable practices to reduce waste and energy use, and pushing ourselves to reduce our environmental footprint.

## Compassion

Committed to our communities, our employees, and the people who help bring our jewelry to life. Seeking to make lasting positive impacts in artisanal small-scale mining communities where gemstones and precious metals are sourced.

## Inclusion

Supporting and investing in our diverse teams to ensure every employee knows that they belong. Designing and marketing with inclusivity in mind.





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# ABOUT BRILLIANT EARTH

In 2005, we launched Brilliant Earth to raise the standards in the jewelry industry while creating beautiful fine jewelry that is different in every way — how it’s made, how it’s sold, how it’s sourced and crafted, and how it gives back. As a mission-driven company, we go beyond industry standards for sourcing, select responsible materials to minimize our environmental footprint, support our communities through our giving back initiatives, and keep inclusivity in mind when fostering our diverse teams and designing for diverse customers.

## ABOUT THIS REPORT

This is our third Mission Report, highlighting Brilliant Earth’s commitment to sustainability with a focus on key stakeholders, including investors, employees, customers, and partners. The report is based on the calendar year 2023, covering all entities within our operational control and our influence on our supply chain.

This year, we are reporting in line with the Global Reporting Initiative (GRI) 2021 Universal Standards. We also report to the Sustainability Accounting Standards Board (SASB) disclosure, which is aligned with SASB’s standards for Consumer Goods. The GRI and SASB integrated disclosures can be found on our website [here](#). Our 2023 greenhouse gas emissions inventory was independently verified by Apex Companies, LLC. All other data has not been externally verified.

## Trademarks

Brilliant Earth, Beyond Conflict Free, Truly Brilliant and other Brilliant Earth marks are trademarks or registered trademarks of Brilliant Earth, LLC in the US and other countries. All other trademarks are the property of their respective owners.

## Forward-Looking Statements

This Mission Report contains certain “forward-looking statements” concerning our expectations, goals, objectives, plans, and projections with respect to environmental matters, corporate responsibility, sustainability, inclusivity, employee relations, and procurement. One can identify these forward-looking statements by the fact that they use words such as “achieve,” “ahead,” “aims,” “continue,” “expects,” “forward,” “furthering,” “future,” “goals,” “implement,” “plans,” “seek,” “toward,” and “will” and other words and terms of similar meaning and expression in connection with any discussion of future sustainability initiatives and objectives. One can also identify forward-looking statements by the fact that they do not relate strictly to historical or current facts. The forward-looking statements are based on our current plans and involve inherent uncertainties and assumptions that could cause actual outcomes to differ materially from the current or reported plan. The statistics and metrics included in this Report may be reported as estimates and may be based on assumptions or developing standards. The standards and codes of conduct for third-party suppliers are not guarantees that suppliers will follow the codes in all instances, and suppliers bear primary responsibility for meeting our standards and expectations. We believe that we have been prudent in our plans and assumptions; however, no assurance can be given that any sustainability goal or plan set forth in forward-looking statements can or will be achieved, and readers are cautioned not to place undue reliance on such statements. We undertake no obligation to update any of the forward-looking information in this Report, whether as a result of new information, future events, changes in sustainability objectives and expectations, or otherwise.







“Real progress requires steadfast commitment. This commitment to our Mission is something we’ve held dear since we started Brilliant Earth almost 20 years ago.”

## MESSAGE FROM OUR CEO

We are so proud to present Brilliant Earth’s 2023 Mission Report, our third annual report since becoming a public company in 2021.

This report focuses on our efforts in 2023, but I’m reminded that the environmental, social, and governance goals it addresses are not marked by a single point in time. Like Brilliant Earth’s Mission—to create a more transparent, sustainable, compassionate, and inclusive jewelry industry—these goals are steps in a much longer journey.

Like any journey, there will be unexpected twists and turns. Public opinions might shift. Acronyms might change. But real progress requires steadfast commitment. And while we don’t pretend to be perfect, this commitment to our Mission, to making the jewelry industry and the world we live in better, is something we’ve held dear since we started Brilliant Earth almost 20 years ago.

So we’re proud to report on our progress, and on where we will intensify our focus. Among many achievements in 2023, we continued to offer more blockchain-verified natural diamonds than anyone else in the industry. We also introduced our Carbon Capture Collection, the world’s largest collection of lab grown diamonds created using carbon captured before it is released into the atmosphere, as well as our Renewable Collection, a collection of lab grown diamonds that are grown, cut, and polished with 100% renewable energy.

We also made a commitment to the Science Based Targets initiative, a global collaboration of companies and organizations seeking to set science-based climate targets. As is often said, you cannot improve what you don’t measure, so for us, joining SBTi is another milestone on our journey to help reverse global climate change. We talk about these and many of our other achievements and our aspirations in this report.

As proud as I am of this report and the achievements and aspirations it describes, I am even more proud of our employees who make Brilliant Earth what it is, and whose belief and dedication make our Mission and our journey possible. I can’t wait to see all that they accomplish in 2024 as we continue to transform the jewelry industry.

Thank you for reading this report. We hope you enjoy it, and look forward to updating you on our progress in 2024.

*Beth Gerstein*

**Beth Gerstein**  
CEO and Co-Founder



Welcome

Transparency

Sustainability

Compassion

Inclusion

Governance

ESG Goals



# 2023 AT A GLANCE

**MISSION-DRIVEN**  
committed to transparency, sustainability, compassion, and inclusion

Lab diamonds using **CARBON CAPTURE** technology



Lab diamonds grown, cut, and polished with **100% RENEWABLE ENERGY**

**MANUFACTURERS AUDITED**  
for safe working conditions

<b>98%</b> Natural Diamonds	<b>98%</b> Jewelry	<b>92%</b> Lab Diamonds
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**ETHICALLY SOURCED**  
engagement rings, wedding rings, and fine jewelry

**FEWER THAN 1%**  
of natural diamond suppliers worldwide meet our standards

**37 SHOWROOMS**  
5 new showrooms constructed to use 30% less energy



**\$446 MILLION**  
in sales in 2023

**WOMAN-LED**  
woman majority  
45% BIPOC

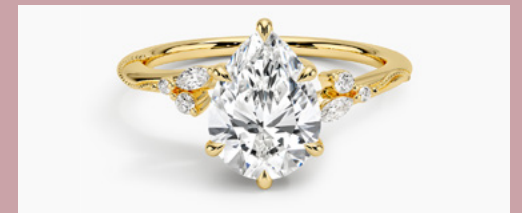


<b>96%</b> recycled gold	<b>97%</b> recycled silver
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**WJA**  
WOMEN'S JEWELRY ASSOCIATION  
CORPORATE MEMBER

**DESIGN & CRAFTSMANSHIP AWARDS\***



**1st Place Best Ring Design**

**1st Place Best Wedding Design**  
\$2,500 – \$10,000

**2nd Place Best Wedding Design**  
\$2,500 & Under

**Editor's Choice Award**  
Lab Grown & Best of the Best

\*2023 JCK Jeweler's Choice Awards

**BUILT IN 2024 BEST PLACES TO WORK**

Atlanta | Austin | Boston | Chicago | Colorado | Dallas | Houston | Los Angeles | Miami | New York | San Diego | San Francisco | Seattle | Washington, DC





# TRANSPARENT AND TRACEABLE

We've been setting the industry's standards in transparency for nearly two decades. That means knowing where our diamonds, gemstones, and precious metals come from, and how our jewelry is made and sharing the story with you.



## ETHICAL BUSINESS POLICY

Respect for human rights is at the core of our Mission. Our Ethical Business Policy is the foundation for managing an ethical business and supply chain.

[Learn More](#)

## SUPPLIER ONBOARDING REQUIREMENTS

Our suppliers undergo a thorough vetting process and must adhere to our sourcing and compliance standards, which we believe are the highest in the industry.

[Learn More](#)

## NATURAL DIAMOND CHAIN OF CUSTODY PROTOCOL

Our select group of natural diamond suppliers demonstrate a robust chain of custody protocol for their diamonds and have the ability to track and segregate diamonds by origin. We monitor our suppliers' performance and subject them to regular reviews.

[Learn More](#)

## SUPPLIER CODE OF CONDUCT

We require safe manufacturing conditions and require suppliers to agree to our Supplier Code of Conduct, which covers ethical, legal, regulatory compliance, human rights, health and safety, environmental, diversity, equity, and inclusion, and other issues. We monitor compliance with regular independent audits.

[Learn More](#)

## SOCIAL COMPLIANCE AUDITS

We monitor manufacturing facilities using independent audit standards for workplace safety and compliance with our Supplier Code of Conduct.

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### Natural Diamonds

Tier 1 Suppliers: **98%**

Tier 2 Cut & Polish Manufacturers: **98%**

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### Jewelry

Tier 1 Suppliers: **100%**

Tier 2 Manufacturers: **98%**

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### Lab Diamonds

Tier 1 Suppliers: Categorized as low risk sales offices

Tier 2 Cut & Polish Manufacturers: **100%** completed an initial audit since October 2021

Tier 2 Cut & Polish Manufacturers: **92%** in 2023

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### Mutually Recognized Audit Protocols:

- RJC Certification
  - DTC Best Practice Principles (BPP)
  - Forevermark Management System Certification
  - Sedex Members Ethical Trade Audit (SMETA)
  - APSCA Social Compliance Audit
  - Sustainability Rated Diamonds (SCS 007)
-



# NATURAL DIAMONDS

Our Beyond Conflict Free™ diamonds are selected for their ethical and environmentally responsible origins, going beyond the industry standard of merely “conflict free.”

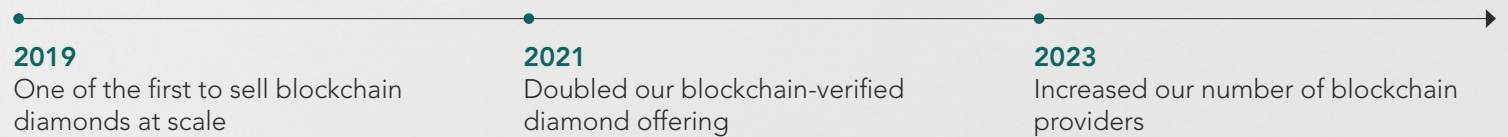
## SELECT ORIGINS

We source our natural diamonds from approved mine operators in Botswana, Namibia, Lesotho, South Africa, and Canada. These mines provide miners with fair wages and safe working conditions, empower their communities, and do not fund conflicts.

## BLOCKCHAIN TECHNOLOGY

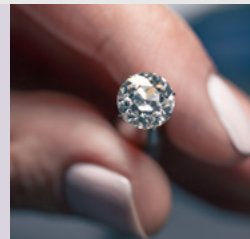
We’re revolutionizing the jewelry industry using blockchain technology. Blockchain tracks a diamond’s journey—from mining company to market to the moment it reaches the customer—safely and securely with a permanent digital record.

**We have the largest number of blockchain-verified diamonds in the industry.**



### 23%

of natural diamonds were cut and polished with renewable energy or in certified energy-efficient facilities



### 98%

of natural diamond manufacturers are audited for safe working conditions



## LIVING OUR VALUES

We stopped selling Russian diamonds the day after Russia invaded Ukraine in 2022. Russian diamonds are still considered “conflict free” under the industry’s insufficient standard. Not to us, so we don’t sell them.

## RESPONSIBLY MANUFACTURED

We evaluate suppliers for safe and responsible working conditions using recognized international protocols like the Responsible Jewellery Council Code of Practices certification and the DTC Best Practice Principles (BPP) Assurance Programme.



# LAB GROWN DIAMONDS

Driving innovation and continuing to build on the standard we created for traceable, sustainable, and responsibly manufactured lab grown diamonds.

## THE SAME SPARKLE

Lab diamonds have the same physical, chemical, and optical characteristics as natural diamonds and exhibit the same fire, scintillation, and sparkle.

- **2012—Pioneered Lab Diamonds**  
One of the first in the industry to sell lab diamonds, a mining-free alternative to natural diamonds.
- **2021—Sustainability Rated Lab Diamonds**  
One of the first retailers to offer SCS Sustainably Rated lab diamonds, a collection of carbon neutral diamonds. The energy and emissions of lab diamonds in this collection are offset through investments in sustainability projects.
- **2022—Truly Brilliant™ Lab Diamonds**  
Began offering an exclusive collection of lab diamonds cut and polished using wind and solar energy or Renewable Energy Credits (RECs).

- **2022—Responsibly Manufactured**  
Created a new standard for the responsible manufacturing of lab diamonds, because the industry didn't have one. As members of the Supplier Ethical Data Exchange (Sedex), we are leading the industry by using the Sedex Members Ethical Trade Audit (SMETA) to evaluate lab diamond compliance to our Supplier Code of Conduct.
- **2023—The Capture Collection**  
We ushered in a new era of sustainability in the industry with our Capture Collection, the world's largest collection of lab diamonds created using CO<sub>2</sub> captured before it is released into the atmosphere.
- **2023—The Renewable Collection**  
We introduced a new collection of lab diamonds grown, cut, and polished with 100% renewable energy from wind and solar.

### Lab Diamond Manufacturers

**100%**  
have been audited for  
safe working conditions

**92%**  
were audited in 2023 for  
safe working conditions

**Sedex** | Member since 2021







# GEMSTONES

Our ethically sourced colored gemstones come only from select origins. We are as strict about our suppliers as we are about their sources.

## AS RESPONSIBLE AS THEY ARE BEAUTIFUL

We have long-term partnerships with a small number of exclusive gemstone suppliers who share our values. We only work with suppliers who source from countries and regions with established mining regulations, safe working conditions, and environmental restoration efforts. Our gemstone suppliers must demonstrate traceability in their supply chains and have close relationships with their mining sources.



## OUR GEMSTONES AND THEIR SELECT ORIGINS

### SAPPHIRES

#### Sri Lanka

Colors include royal blue, teals, purples, greens, pinks, yellows, and white. Special emphasis on safe working conditions, social development, poverty alleviation, and restoring mining sites.

#### Australia

Known for a broad spectrum of blues, teals, greens, and yellows. The government and mining sector collaborate to protect the environment and indigenous land.

#### Montana, USA

Recognized for dark blues, greens, yellows, and more. Traceability, respect, and responsibility to protecting the land and environment.

### RUBIES

#### Greenland

Recognized for dark red to very light pink. High standards for human rights, labor, and environmental protection, and mine-to-market traceability.

### EMERALDS

#### Zambia

Mainly dark green, but can also have a dark bluish tone and other hues. Strong regulatory protections for the environment and labor, health, and safety.

### GARNET, CITRINE, TOURMALINE, AND SAPPHIRES

#### Kenya and Tanzania

Moyo Gems, named after the word for "heart" in Swahili, is an ethical gemstone collaboration that empowers female artisanal miners through safer work environments, better mining practices, and improved equity in fair trade markets.

### RHODOLITE, TOURMALINE, AQUAMARINE, AND SAPPHIRES

#### Kenya, Malawi, and Zambia

Virtu Gem keeps mining, trading, and cutting and polishing in the country of origin to support local economies at fair trade prices. This localizes the economic benefits while integrating and empowering people at every step of the process.

Our Gemstones for Good collections, Moyo Gems and Virtu Gem, are sourced from special programs to support gemstone miners.



# SUSTAINABILITY

We've been industry leaders in sustainability since we were founded in 2005. For us, this means using recycled precious metals and ethically sourced diamonds and gemstones, pushing our supply chain partners to transition to renewable energy, measuring and minimizing our carbon footprint, and setting ambitious goals to protect the planet.

## FULL CIRCLE

Circularity—it means jewelry crafted with ethically sourced diamonds, gemstones, and precious metals that can be redesigned and reused at the end of the life cycle. We start with diamonds, gemstones, and precious metals from ethical or recycled sources, which are carefully crafted into high-quality jewelry made to last generations and backed by our lifetime warranty. And if it's time for something new? You can find a new diamond with our free lifetime upgrade—and we'll recycle or recertify your old jewelry so it can take a new turn in the jewelry life cycle.

### Responsible Raw Materials

- Beyond Conflict Free™ Natural Diamonds
- Recycled Diamonds
- Innovative Lab Diamonds
- Ethically Sourced Gemstones
- Fairmined Gold

**96%** recycled gold | **97%** recycled silver

### Today, Tomorrow, Always

- Lifetime Warranty
- Lifetime Diamond Upgrades
- Recycle Your Gold and Platinum Jewelry

### Responsible Manufacturing and Renewable Energy

**23%** of our natural diamonds were cut and polished with renewable energy or in certified energy-efficient facilities

**15%** of our lab diamonds were cut and polished with renewable energy, RECs, or have an SCS Sustainably Rated Certification

### Green Building Standards in Showrooms

In 2022, we reevaluated the design of our new showrooms and reduced energy use.

In 2023, five new showrooms were constructed to use.

**30% less energy**

### Reducing Waste

We estimate we avoided **18.35 metric tons** of CO<sub>2</sub> equivalents by transitioning from paper to digital insurance appraisals and diamond grading reports.

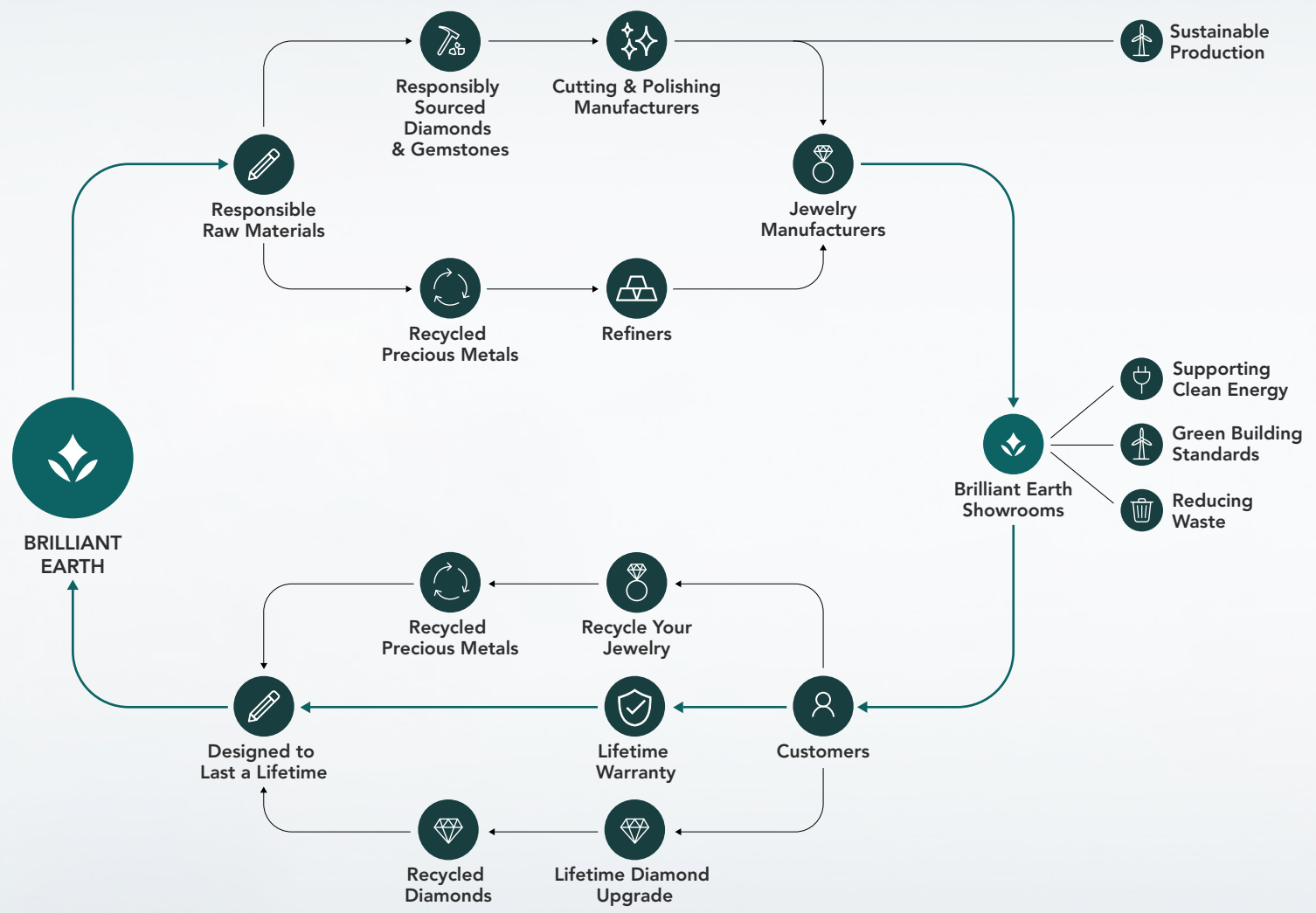
### Integrate sustainability into our design and manufacturing processes

We aim to incorporate sustainability into every step of our process from design to craftsmanship, to exacting manufacturing requirements.



# CIRCULARITY IN PRACTICE

Using responsible raw materials; quality craftsmanship for wearability and durability; enduring style; responsible production; measuring and reducing emissions; and recycling old jewelry.





# RECYCLED PRECIOUS METALS

Nearly all of our gold and silver is already recycled. By 2025, 100% will be recycled or Fairmined.

## YOU DON'T EVEN HAVE TO ASK

Whether designing your own pieces or choosing from our selection, we use recycled gold and silver across our collections.\*

## NO "DIRTY GOLD"

We require our suppliers to use recycled precious metals, and we never use so-called "dirty gold." We made this [pledge in 2006](#) because we care about miners, their communities, and the environment, and we know how destructive new gold mining can be.

## CERTIFIED REFINERS AND INDEPENDENT VERIFICATION

Our precious metals are sourced from certified responsible refiners who hold recycling certifications from the Responsible Jewellery Council or third-party validator SCS.

Our jewelry suppliers participate in an annual independent verification of their recycled metal purchases. Our largest gold and silver suppliers are undergoing the Responsible Minerals Initiative (RMI) Downstream Assessment Program, an onsite audit to evaluate their precious metal sourcing practices.

Member of  
**RESPONSIBLE  
MINERALS INITIATIVE**



**By 2025, 100% of gold and silver will be recycled or Fairmined.**

In 2006, we committed to increase our sourcing of gold from recycled and secondary sources. We are proud to announce the 2023 results:

**96%**  
recycled gold

**97%**  
recycled silver

\*Certain components and findings, like peg heads, posts, clasps, tennis bracelet mountings, and chains, may not be from recycled sources due to limited availability. Limited supply in the market poses a challenge to exclusively source recycled platinum, so we work with our suppliers to source recycled platinum when available.





# FAIRMINED GOLD



We support responsible mining communities.

## IT'S GOOD FOR EVERYONE

We've made one important exception to our recycled metal focus. Fairmined gold empowers artisanal small-scale miners (ASM), who make up 90% of the global mining workforce, and the families they support through fair-trade pricing. The Fairmined certification ensures that their gold meets social and environmental standards.

## THE MINER AS THE AGENT OF CHANGE

We incentivize small-scale certified miners to use responsible mining practices with low environmental impact, safe and reduced handling of chemicals or chemical-free extraction, and protection of water supplies.

## OUR FAIRMINED JOURNEY



### Support new Fairmined certifications and increase purchases of Fairmined gold year-over-year

In 2023, our partnership with Pure Earth and the Alliance for Responsible Mining has supported four mines (AMATAF) in Madre de Dios, Peru complete their Fairmined Certification. This was a first for the Peruvian Amazon, a region devastated by mercury use in ASM.







# RESPONSIBLY PACKAGED

Our iconic ring boxes are made with FSC-certified wood and our packaging is made of recycled paper, using less energy, less water, and fewer emissions.

## MORE THAN JUST BOXES

Iconic ring boxes made with wood certified by the Forest Stewardship Council (FSC) to promote zero deforestation, a fair wage and work environment, biodiversity preservation, and local community rights.

Since 2021, we've used FSC Recycled, or 100% certified recycled paper, avoiding hundreds of metric tons of CO<sub>2</sub> equivalents and promoting circularity. We're shrinking our packaging even more to reduce waste further.



By using 100% recycled content in our paper-based packaging, we estimate that we avoid

**298 metric tons**  
of CO<sub>2</sub> equivalents per year

**100%**  
FSC-certified wood

**100%**  
FSC Recycled paper

## Package My Items Sustainably

We launched packaging options including "Package My Items Sustainably," where customers can choose to pack all pieces in one box to reduce packaging materials.



# OUR JOURNEY TO NET-ZERO

We have been measuring and displacing our corporate emissions since 2018.

## GREENHOUSE GAS ACCOUNTING

We measure our greenhouse gas (GHG) emissions from corporate and showroom energy use, shipping from our suppliers to our customers, packaging, and employee business travel and commutes. We use our GHG inventory results to support the transition toward renewable energy through the purchase of Renewable Energy Credits (RECs) and Verified Emissions Reductions (VERs), and to displace our internal energy use and corporate emissions.

## ALIGNING WITH THE GREENHOUSE GAS PROTOCOL

In 2023, we improved our greenhouse gas inventory to include natural diamonds, lab diamonds, recycled gold, recycled silver, and platinum. We engaged independent consultants to conduct assurance on our GHG inventory, in preparation for settings targets with the Science Based Targets initiative (SBTi).

We committed to set near-term company-wide emission reductions in line with climate science with the SBTi.

## SUPPORTING A CLEAN ENERGY TRANSITION

We displaced our electricity use through a partnership with [Native, A Public Benefit Corporation](#), and purchased Green-e certified RECs. With support from companies like ours, Native invests in high quality renewable energy projects that benefit communities across the US.

We also purchased VERs, or carbon credits, from the Sky Wind Project in Maharashtra, India, regionally located near the majority of our suppliers. This 96 MW wind project helps avoid GHG emissions from fossil fuel based electricity grids and produces clean energy equivalent to ~14,000 US homes for one year. The project and the carbon emissions reductions have been verified to the Verified Carbon Standard (VCS).

### [AB 1305 Disclosure](#)

Partnering with



since 2022





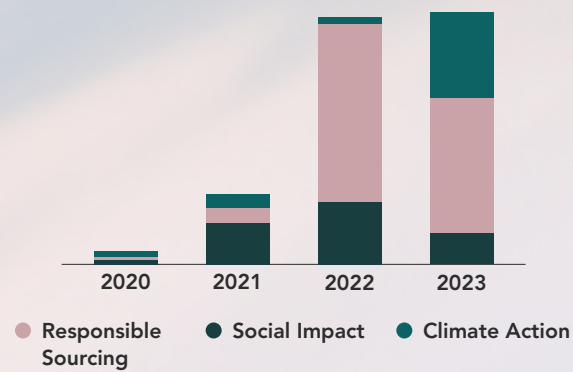
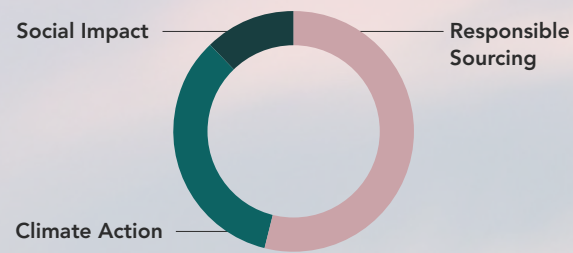
# BRILLIANT EARTH FOUNDATION

From mine to Main Street, we're committed to making the world a better place.

In 2023, we committed  
**\$523K**  
 to nonprofits

Since 2021  
 we've donated  
**\$2M**  
 to our Foundation

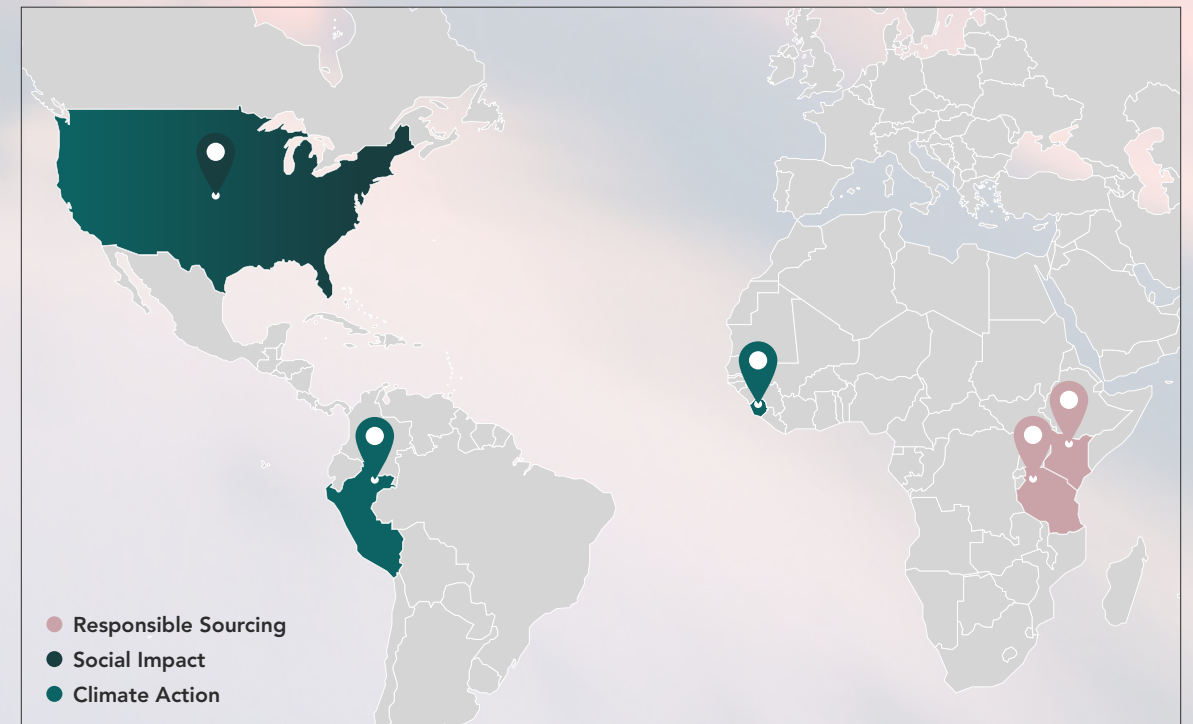
## OUR GIVING STRATEGY IS MAKING AN IMPACT



\* The Brilliant Earth Foundation is a corporate advised fund with Silicon Valley Community Foundation.

Compassion has been core to our Mission since day one. In 2021, we started the Brilliant Earth Foundation to further our impact and since then, we've donated \$2 million to improving our communities—from the areas where diamonds, gemstones, and precious metals are mined, to the communities where our teams and customers live. The Foundation focuses on three critical areas:

- Responsible Sourcing**  
 We are committed to improving the lives of small-scale miners by helping them get paid fairly for the work they do, rehabilitating the land where their work takes place, strengthening their communities, and providing education and training.
- Social Impact**  
 We lend our voice and support to causes that make a difference. From reproductive justice, to food and housing insecurity, racial justice and humanitarian relief, we are proud to help support the world transition to a more just and equitable place.
- Climate Action**  
 We're always looking for ways to approach business sustainably. It's global and local: from reforestation and mercury-free mining to clean energy and sustainable practices in our showrooms, offices, and supply chain.







# THE POWER OF PARTNERSHIPS

We partner with influential nonprofits in gold and gemstone mining communities negatively impacted by harmful mining practices. Because cultivating collaborations amplifies our impact.

**PACT — MOYO GEMS** 

**Kenya**  
 Our 2022 grant of \$590,000 over 3 years helped expand Moyo Gems into Kenya from Tanzania, fund WORTH financial literacy trainings to teach female artisanal gemstone miners how to build secondary sources of income, and secure Moyo Gems’ commercial independence.

- 2023 progress:**
- 465 miners enrolled in Moyo
  - 12 WORTH groups established
  - 203 people served by WORTH
  - 1,400 household members benefitting

**DDI@RESOLVE** RESOLVE


**Sierra Leone**  
 Our 2021 grant of \$75,000 over 3 years to Peace Diamonds Restoration Initiative helped restore abandoned diamond mining sites after a civil war.

- 2023 progress:**
- 20 mines rehabilitated across 11 communities
  - 219 young people cultivating crops on reclaimed land
  - 1,745 direct beneficiaries paid for restoration work
  - 3,278 indirect beneficiaries

**PURE EARTH & ALLIANCE FOR RESPONSIBLE MINING** 

**Peru**  
 Our 2022 grant of \$300,000 over 4 years helps train gold miners to mine safely without mercury, to reforest land devastated by mercury used in artisanal and small-scale gold mining (ASGM) and to achieve their Fairmined certification in support of fair-trade gold.

- 2023 progress:**
- 3.25 hectares reforested in the Peruvian Amazon
  - 5,418 native saplings planted
  - 4 out of 11 AMATAF mines Fairmined certified, a first in the Peruvian Amazon
  - Trained Women’s ASGM Network and AMATAF in mercury-free methods

**GEM LEGACY** 

**Tanzania**  
 Our 2023 grant of \$10,000 over 6 months funded meals for the children of ruby miners at the Kitarini Primary School who might otherwise go hungry every school day.

- 2023 progress:**
- 186,400 meals fed to 950 students every school day
  - 90% increase in attendance
  - 93% increase in final exam passing rates



# DIVERSITY, EQUITY, AND INCLUSION

In our community, you are included, cared for, valued, and supported.





# OUR GREATEST ASSET – OUR EMPLOYEES

Our employees bring unique experiences, skills, and perspectives that drive expertise, creativity, and innovation. And make us better.

## WOMEN-LED BUSINESS

From our leaders and our board of directors to those just starting their careers, most of us are women. We are women-led—and are proud that our CEO & Co-Founder, Beth, is one of the few women founders ever to have taken a company public.

### Woman-Led, Woman Majority



## OUR PILLARS OF CULTURE

COMMITMENT TO THE CUSTOMER

PARTNERSHIP & POSITIVITY

BIAS TOWARD ACTION

EMBRACE GROWTH & CHANGE

MISSION MINDSET

OWNERSHIP

Our Goal is to maintain an employee engagement score of at least 75%. Our latest survey had a 76% engagement score. Here are values and beliefs consistently shared by our employees:

**92%**  
"I share the values of the Pillars of Culture"

**86%**  
"My manager genuinely cares about my well-being"

**88%**  
"Diversity is important in my workplace"

**88%**  
"I feel like I am part of a team"

### Equitable and Inclusive Compensation Strategies

In 2023, we evaluated compensation packages across our 37 showrooms to confirm whether they were competitive with local costs of living and costs of labor, and made increases where necessary.



**87%**  
increase in employee volunteer hours





# FOSTERING INCLUSIVITY WITH OUR CUSTOMERS

We work hard so that our customers feel respected, welcomed, and delighted—whether visiting a showroom or shopping online.

## Open to All Pledge

We are committed to creating an equitable space that values the uniqueness of our customers and our employees. That's why we signed the Open to All pledge, to drive real change that may inspire others to do the same.



## DESIGNING WITH INCLUSIVITY IN MIND

Our customers inspire us. So we've crafted jewelry that celebrates our customers, an online experience that guides them, and showrooms that welcome them. From gender-neutral jewelry and extended sizing to virtual try-on technology in all skin tones, inclusivity is always top of mind.

## Inclusive Ring Sizing

We are proud to be one of the only jewelry brands to offer inclusive sizing across our entire ring assortment of engagement rings, wedding bands, and fashion rings.

## SOMETHING FOR EVERYONE

We know that each of our customers is as unique as the pieces we create. We introduced one of the industry's first gender-neutral collections, the [Mx Collection](#)—fine jewelry designed for everyone and every occasion and continue to offer a broad selection.

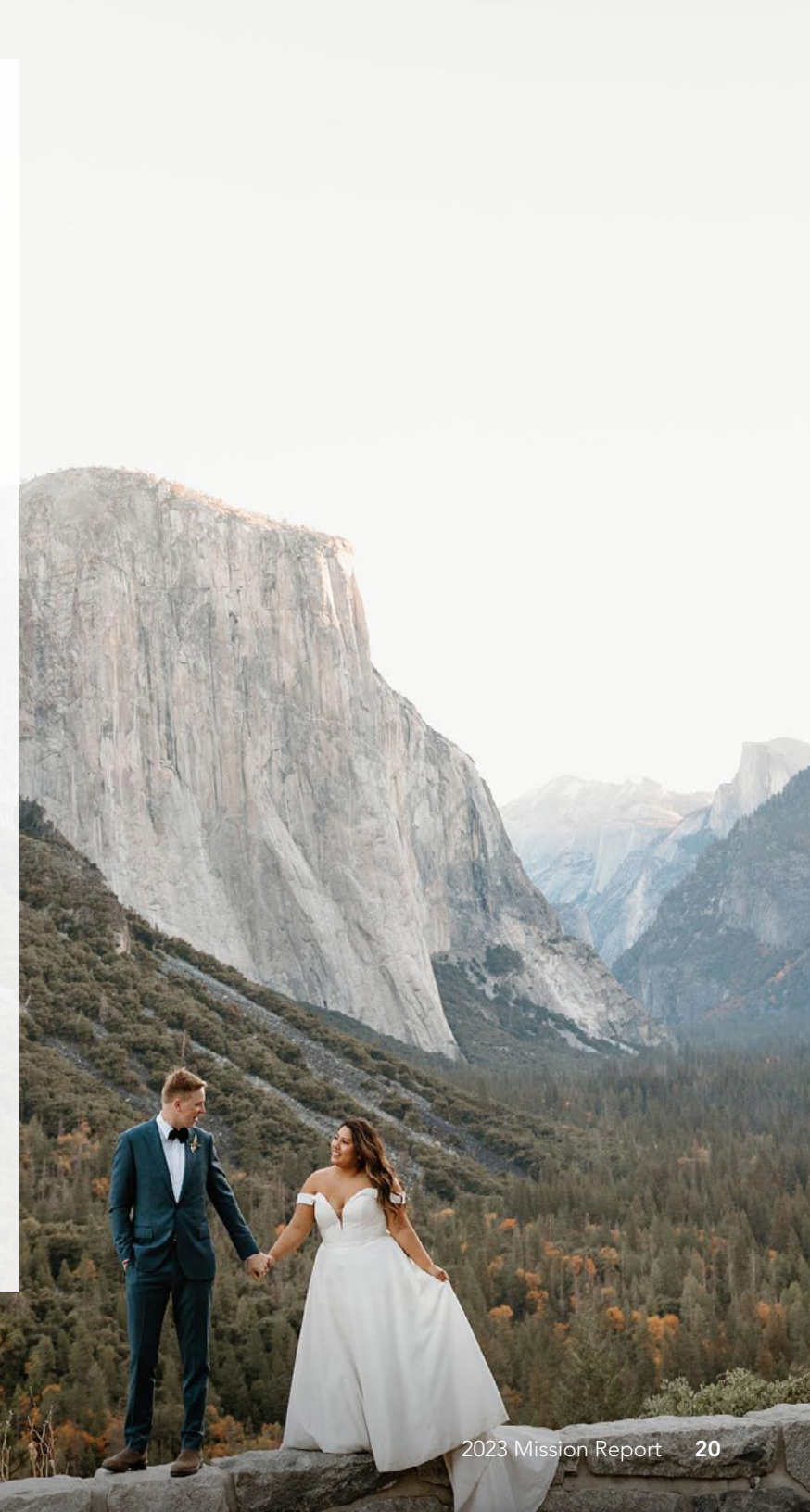
## Mother's Day 2023: #ALLTHEMOMS

We celebrated motherhood in all its forms. Because there is no one way to be a mother.



## Inclusive Marketing

**42%**  
of our influencers reflect our diverse customer demographic





# GOVERNANCE

Since our founding in 2005, environmental, social, and governance (ESG) concerns have been fundamental to our business, operations, and supply chain partnerships.

## DOING BUSINESS WITH ETHICS

Our Code of Business Conduct and Ethics and our Ethical Business Policy address:

- Ethics
- Legal and regulatory compliance
- Human rights
- Health, safety, and the environment
- Diversity, equity, and inclusion
- Forced labor
- Community development

[Read more in the GRI Content Index](#)

ESG Report in line with GRI and SASB and we reported to

**103 indicators**

## ANTI-MONEY LAUNDERING, ANTI-CORRUPTION, AND ETHICS

We prohibit illegal, corrupt, and unethical behavior and require employees to report any violations.

**100%**

of employees in relevant jobs completed anti-money laundering training

## MEMBERS OF THE JVC SINCE 2019

The Jewelers Vigilance Committee (JVC) tests our Anti-Money Laundering program every year and in 2023 deemed it appropriate for our business.

**ZERO**

reported violations of Insider-Trading Compliance Policy

## ETHICAL EXPECTATIONS OF EMPLOYEES

Our Employee Handbook and policies outline the ethical, legal, and other compliance rules for employees. We also require employees to report any illegal, fraudulent, or unethical behavior and have an anonymous third-party whistleblower hotline for reporting unethical or illegal behavior.

## FINANCIAL AND CORPORATE TRANSPARENCY

We regularly file public reports with the US Securities and Exchange Commission (SEC), detailing our operations, risks to our business, and our financial performance. Find our SEC filings and quarterly performance reports [here](#).

## PRODUCT AND REGULATORY COMPLIANCE

We take pride in creating beautifully designed, sustainable, and joyful products for our customers and are responsible for every aspect of our products, including compliance with the Federal Trade Commission’s Green Guides and Guides for the Jewelry, Precious Metals, and Pewter Industries.

Our natural and lab diamonds are independently graded for the 4Cs—cut, color, clarity, and carat by:

- Gemological Institute of America (GIA)
- International Gemological Institute (IGI)
- HRD Antwerp
- Gem Certification & Assurance Lab (GCAL)



## PRIVACY AND DATA SECURITY

We take data privacy and security seriously, and have robust policies and systems to safeguard privacy and data, including:

- Phishing tests and trainings, and cybersecurity trainings for employees
- Multi-factor authentication for applications and accounts
- Investing in and growing our IT team
- Secure platforms and systems that guard against data breaches, viruses, malware, and other threats

**ZERO**

known material cybersecurity incidents

## MATERIALITY

Our approach to materiality is through our Mission. We have integrated this Mission into our business processes and management systems, as it is core to everything we do and extends to all areas and individuals of our operations, including our approach to materiality and how we engage with stakeholders across our supply chain.

[Read our Materiality Statement here](#)



# FOREVER FORWARD

We're always looking for new ways to push our Mission forward and lead the industry to greater heights by setting ambitious ESG Goals—and achieving them.

Our Goals reach every part of our organization, from our Board and the CEO to our teams: Responsible Sourcing, Merchandising, Product Development, Marketing, Sourcing and Production, Operations, Customer Service, and Human Resources. Everyone at Brilliant Earth has a role in achieving our ESG Goals.

## Transparency

- ◆ Lab Diamond Innovation
- ◆ Factory Health & Safety
- ◆ Life Cycle Assessments
- ◆ Blockchain



## Sustainability

- ◆ Science Based Targets initiative
- ◆ Recycled Gold and Silver
- ◆ Zero Waste
- ◆ Circularity



## Compassion

- ◆ Community Development
- ◆ Employee Giving Back
- ◆ Restore Habitats
- ◆ Fairmined



## Inclusion

- ◆ Inclusive Products and Marketing
- ◆ Employee Engagement
- ◆ Diverse Teams
- ◆ Pay Equity





# ESG GOALS & PERFORMANCE

Year	Goal	2023 Ambition	Goal Status	2023 Progress	2024 Ambitions
<b>SUSTAINABILITY</b>					
2022+	Establish and implement guidelines for the energy, pollution, water, and waste impacts of all new construction, expansion, and renovation of office, retail, and distribution in line with green building standards.	To implement new guidelines in showrooms constructed in 2023.	◆◆◆◆◆	We implemented new lighting, paint, and carpeting plans, reducing the impact of materials with the largest global warming potential, in five of 12 new showrooms opened.	To implement guidelines for reduced lighting layout and alternative materials for showrooms constructed in 2024 and to adhere to energy, water, and waste savings guidelines.
2022+	Reduce the amount of paper-based packaging in our consumer-facing boxes while maintaining 100% FSC-certified recycled content.	To finalize and roll out packaging updates with reduced paper content while maintaining FSC certification.	◆◆◆◆◆	We reduced the paper content in the new packaging design while maintaining 100% FSC Recycled content. New packaging will also feature sustainability messaging.	To incorporate FSC-certified recycled content into the shipper box to reduce related emissions.
2022+	Integrate sustainability into our design and manufacturing processes, and continually incorporate innovations that reduce material use and key waste streams in Tier 2 manufacturing locations.	To reduced repair rates and monitor styles to inform design standards for future products.	◆◆◆◆◆	We reduced repair rates and continue to refine manufacturing processes to improve quality and reduce repairs.	To further reduce repair rates by 10% to improve design standards for future products.
2022+	Promote circularity and longer use of jewelry through repair, refurbishment, diamond upgrade, metal credit program, and recycled diamond offerings.	To establish a baseline for the metal credit program to monitor year-over-year progress of our recycled metal collection.	◆◆◆◆◆	We calculated a baseline of gold and platinum (in grams) of non-Brilliant Earth jewelry collected in 2023 and established a process for weighing pieces go forward.	To support circularity programs across all channels and to reaffirm brand Mission and sustainable practices while encouraging customer education, awareness, and affinity.
2022+	In addition to our efforts to increase transparency and improve jewelry industry standards, leverage the Brilliant Earth platform to also advocate for environmental protection by supporting relevant causes, events, political and social movements, and employee education.	To focus our efforts and increase our give-back in environmental advocacy.	◆◆◆◆◆	78% of the organizations that we supported through the Brilliant Earth Foundation focus on environmental, political, and social movements that align with our values. We launched a climate action campaign to engage our community around big and small actions to celebrate Earth Day. Also, we launched 10 days of climate action featuring easy and effective "brilliant moves" that everyone could take part in.	To focus on evergreen and cultural moment campaign initiatives, with a goal of including a philanthropic element into each partnership, and across brand, campaign, and cultural moments.
2023	Using 2023 as a baseline, measure and publish science-based greenhouse gas emissions reduction targets to corresponding target dates.	To make a Science Based Targets initiative commitment and set targets using data from calendar year 2022 as a baseline.	◆◆◆◆◇	We updated this goal to use 2023 as the baseline because we expanded our showroom footprint by 48% (12 new showrooms) in 2023. We made a <a href="#">Science Based Targets initiative (SBTi) commitment</a> in 2023.	To set near-term and net-zero targets and submit to SBTi for validation.
2023	Since 2018 we have offset our emissions from our corporate and showroom energy use, packaging, shipping, employee travel, and commuting. In addition to this, we will neutralize quantifiable pre-2018 Scope 1 and 2 emissions by 2023.	To evaluate the availability of emissions data prior to 2018 and determine if the data can be accurately used to displace historical emissions.		We made a SBTi commitment and will set aggressive targets against our 2023 baseline.	To focus on setting near-term and net-zero targets for SBTi validation.







Year	Goal	2023 Ambition	Goal Status	2023 Progress	2024 Ambitions
<b>SUSTAINABILITY (CONTINUED)</b>					
2025	100% of gold and silver will be sourced from recycled or Fairmined sources, with year-over-year increases in the percentage of recycled platinum used in our products.	To use the Responsible Minerals Initiative Downstream Assessment Program to conduct additional verifications on suppliers of gold and silver jewelry, verifying compliance with our Recycled Precious Metals Policy.	◆◆◆◆◆	In preparation for achieving our 2025 goal, we enhanced our recycled metals audit protocol and data collection methods. Incorporating these changes, the independent audit results for 2023 were 96% recycled gold and 97% recycled silver.  We joined the Responsible Minerals Initiative and launched an RMI Downstream Assessment Program pilot with five jewelry manufacturers.	To verify the remaining jewelry manufacturers in the RMI DAP pilot.  To move upstream and engage with refiners used by our jewelry manufacturers to improve due diligence on their sourcing practices for recycled materials.
2025	Eliminate single-use plastics in showrooms and corporate spaces.	To work with our suppliers to evaluate how to reuse and reduce single-use plastic product bags.	◆◆◆◆◆	We identified a biodegradable plastic diamond bag supplier.	To evaluate the biodegradable plastic diamond bag supplier and determine an implementation plan.
2030	Achieve zero waste in showrooms and corporate spaces.	To reevaluate sources and measure waste in our showrooms, offices, and distribution center to find ways to reduce waste.	◆◆◆◆◆	We enhanced our GHG inventory to include waste in showrooms and our distribution center.  We transitioned from paper to digital insurance appraisals, which we estimate will cut related paper usage in half. Based on 2022's annual usage, we estimate that our reduced paper usage will avoid at least 18.35 metric tons of CO <sub>2</sub> e.	To enhance our data collection method of showroom waste from average-data-method to primary data for each showroom.
2030	Neutralize Scope 2 and 3 emissions (purchased electricity, manufacturing, digital communications, B2B and B2C transportation, and employee travel) by engaging key business partners to implement renewable energy or investments in renewable energy projects.	To improve emissions calculations according to the Greenhouse Gas Protocol.	◆◆◆◆◆	In November, we committed to set near-term company wide emission reductions in line with the <a href="#">Science Based Targets initiative</a> . Third-party limited assurance was conducted on our baseline 2023 GHG Inventory to verify that our emission estimates were accurate and in accordance with the Greenhouse Gas Protocol.	To set and submit targets to SBTi for validation. To continue to work with our suppliers to encourage their transition to renewable energy. To evaluate the availability of renewable energy for our showrooms through existing utility providers.







Year	Goal	2023 Ambition	Goal Status	2023 Progress	2024 Ambitions
<b>TRANSPARENCY</b>					
2023	Continue to expand use of traceability technology, increasing blockchain diamonds to 20% of our natural diamond inventory.	To implement a new blockchain solution that will help us reach our goal of 20%.	◆◆◆◇◇	We made significant progress toward our goal, but were unable to achieve the goal due to the unexpected closing of our existing blockchain tech provider. We launched a new blockchain partnership in September and are seeing a steady increase in the number of blockchain-verified diamonds as more suppliers implement the new blockchain provider.	We will scale blockchain across our supplier base of natural diamonds.
2023	Conduct a life cycle assessment of key raw materials to measure impacts on biodiversity, water, and energy use.	To improve our research and data collection of cradle-to-gate emissions of key raw materials.	◆◆◆◇◇	We engaged independent consultants to conduct limited assurance on our GHG Inventory in preparation for settings targets with SBTi.	To utilize the learnings from third-party assurance on our baseline 2023 GHG inventory to complete a cradle-to-gate life cycle assessment of key raw materials.
2023	Support Mutual Recognition and 100% participation of moderate to high-risk Tier 1 natural, lab, and jewelry suppliers to an acceptable standard such as RJC, DTC Best Practice Principles (BPP), or Sedex.	To continue to verify suppliers for compliance with our Supplier Code of Conduct.	◆◆◆◆◆◇	Percentages of suppliers that completed a social compliance audit to an approved independent audit protocol: <b>Natural Diamonds</b> Tier 1 Suppliers: 98% Tier 2 Cut & Polish Manufacturers: 98%	To continue to verify suppliers for compliance with our Supplier Code of Conduct.
2023	Support Mutual Recognition and 100% participation of moderate to high-risk Tier 2 natural, lab and jewelry suppliers to an acceptable standard such as RJC, DTC Best Practice Principles (BPP), or APSCA.			<b>Jewelry</b> Tier 1 Suppliers: 100% Tier 2 Manufacturers: 98% <b>Lab Diamonds</b> Tier 1 Suppliers: categorized as low risk sales offices Tier 2 Cut & Polish Manufacturers: 100% completed an initial audit since October 2021 Tier 2 Cut & Polish Manufacturers: 92% in 2023	
2025	Communicate key metrics on factory audit findings, including risks identified and remediation efforts.	To require full audit reports from Tier 2 natural diamond and jewelry manufacturers.	◆◆◆◇◇	We collected full RJC reports from Tier 2 natural diamond suppliers, in addition to certificates.	To utilize SMETA audit data in Sedex to identify any year over year audit finding trends and develop a Capacity Building Workshop for moderate to high risk suppliers.
2025	50% of lab diamonds will be certified for an environmental attribute.	To continue to push suppliers to transition to renewable energy sources, and research environmental product standards for lab diamond suppliers that meet our requirements.	◆◆◆◆◆	Nearly 15% of lab diamond inventory utilizes verified renewable energy or Renewable Energy Credits (RECs) in cutting and polishing or has an SCS Sustainably Rated Certification.	To continue to push suppliers to transition to renewable energy sources, reaching 30% of lab diamond inventory by the end of 2024, and to prioritize new lab diamond suppliers with renewable energy.



Year	Goal	2023 Ambition	Goal Status	2023 Progress	2024 Ambitions									
<b>COMPASSION</b>														
2022+	Double employee volunteering hours in 2022.	To aim for 100% employee participation in volunteering and giving back, where volunteering is done with a registered nonprofit, and giving back is taking actions that positively impact our communities, including in-kind or monetary donations.	◆◆◆◇◇	Our employees increased the number of hours they volunteered by 87% from 2022. 40% of our employees participated in at least one giving back initiative.	To continue to strengthen our internal message of giving back by offering quarterly volunteering opportunities, remote and in-person, and to increase volunteer hours 22%.									
2022+	Further commitments to restore habitats where mining and other extraction activities have occurred.	To track the progress and development of our multiyear grants, with a focus on rainforest reforestation and mining pit rehabilitation.	◆◆◆◆◆	<p>Through our multi year grant with Pure Earth, in 2023 5,418 saplings were reforested in Madre de Dios, Peru, on 3.25 hectares of land previously devastated by mercury use for mining, with a total of 9.75 hectares reforested since 2020.</p> <p>Four of 11 mining concessions of Association of Artisanal Miners Tauro Fatima (AMATAF) achieved <a href="#">Fairmined certification</a> in Madre de Dios. The Brilliant Earth Foundation sponsored an additional mine in Colombia called La Coqueta to support their Fairmined certification in 2024.</p> <p>Our grant to Peace Diamonds Restoration Initiative helped restore 20 abandoned diamond mining sites across 33 acres and 11 communities. As result, 219 young people are cultivating crops on reclaimed land. 1,745 direct beneficiaries were paid for restoration work, resulting in 3,278 indirect beneficiaries.</p>	To track progress of La Coqueta's Fairmined certification and deepen our partnership with Fairmined.									
2022+	Contribute to the development of local livelihoods for mining and farming communities that respect the balance of natural ecosystems.	Pact to strengthen Moyo expansion and a financial literacy program in Kenya.	◆◆◆◆◆	Pact increased enrolled miners from 241 to 465 in Moyo Gems Kenya and trained them in the GIA gemology program and mining health and safety, and also helped navigate registration for mining licenses. 12 active WORTH groups of 203 people in Taita Taveta County, Kenya, were established, benefitting 1,400 household members.	To secure Moyo Gems' commercial independence by the end of 2024 to serve women miners long into the future.									
2025	Support new Fairmined certifications of ASM gold mines and increase purchase of Fairmined gold from these mines year-over-year.	In addition to monitoring AMATAF's progress on achieving Fairmined certification, we plan to sponsor an additional mine to achieve certification.	◆◆◆◆◆	<p>Four of 11 of AMATAF's mining concessions in Madre de Dios, Peru, completed their Fairmined certification. The Brilliant Earth Foundation sponsored a new mine for Fairmined certification—La Coqueta in Colombia.</p> <table border="1"> <thead> <tr> <th colspan="3">FAIRMINED PURCHASES (grams)</th> </tr> <tr> <th>2021</th> <th>2022</th> <th>2023</th> </tr> </thead> <tbody> <tr> <td>473</td> <td>601</td> <td>555</td> </tr> </tbody> </table>	FAIRMINED PURCHASES (grams)			2021	2022	2023	473	601	555	<p>To track progress of La Coqueta, as the mine pursues Fairmined certification by June 2024.</p> <p>To explore new collaborations with Fairmined to increase Fairmined Premiums paid and maintain the engagement level of Fairmined certified mines.</p>
FAIRMINED PURCHASES (grams)														
2021	2022	2023												
473	601	555												





Year	Goal	2023 Ambition	Goal Status	2023 Progress	2024 Ambitions
<b>INCLUSION</b>					
2022+	Continue to broaden our product offerings to reflect our diverse customer base.	To roll out extended sizing at no additional cost across our entire ring assortment.	◆◆◆◆◆	We rolled out extended ring sizing at no additional cost across our entire assortment of engagement rings, wedding bands, and fashion rings.	To launch Fairmined engagement rings and wedding bands and increase total Fairmined sales.
2022+	Identify new opportunities for inclusive designs and collections.				
2022+	Continue to integrate and evaluate inclusive marketing practices to reflect the diversity of our consumer base by expanding and improving diverse representation.	To continue to prioritize diversity in all of our paid, gifted, and organic partnerships as we scale our community and influencer outreach, ensuring we amplify diversity and promote equity across all marketing efforts.	◆◆◆◆◆	42% of our influencers reflect our diverse customer demographic.	To prioritize diversity and inclusivity via brand strategy and creative marketing to ensure amplification of inclusive practices and content across owned and operated channels, partnerships, and paid marketing efforts.
2022+	Maintain an employee engagement score of 75% or above.	To maintain or improve the employee engagement score.	◆◆◆◆◆	Our latest survey had 76% employee participation. The average score of all questions resulted in a 76% employee engagement score.	To maintain an employee engagement score of at least 75%.
2022+	Annually assess our compensation packages to continue to offer competitive and comprehensive packages that are also equitable and inclusive.	To continue to assess and offer competitive and comprehensive packages that are also equitable and inclusive.	◆◆◆◆◆	We conducted a comprehensive compensation benchmarking project that evaluated market competitiveness for all positions. If necessary, compensation was adjusted upward based on the benchmarking results.	To continue to assess and offer competitive and comprehensive packages that are also equitable and inclusive. After using consultative market data to make relevant adjustments we will revisit this data to maintain our competitive advantage and offer generous pay ranges.
2022+	Perform annual surveys to understand the intersectionality of the diversity of our employees. Support the continued growth and development of staff to support internal mobility and maintain diverse employee, leadership, and executive representation.	To survey our employee base, utilizing a new human resources information system platform implemented in 2022, to better understand the intersectionality of the diversity in our workplace.	◆◆◆◆◆	We surveyed our employees and we now better understand the intersectionality of their diversity.	To continue capturing demographic information and surveying employees to understand the intersectionality of diversity in our workplace.
2022+	Continue to train, educate, and support all employees in creating and fostering diverse teams through a variety of DEI focused initiatives such as online trainings, guest speakers, Employee Resource Groups (ERGs), and other resources.	To utilize the resources of the Open to All campaign to strengthen our DEI efforts.	◆◆◆◆◆	Training content was audited and updated for inclusive language, and new trainings were designed with various learning styles in mind.	To improve and create new training materials and resources to cater to various learning styles and levels, and to foster a supportive and respectful learning environment in which all team members feel valued and encouraged to participate.
2023	Identify a focused leader to spearhead and execute the company's DEI program and initiatives.	To utilize the resources of the Open to All campaign to strengthen our DEI efforts.	◆◆◆◆◆	We utilized Open to All's resources and relationships with like-minded retailers to strengthen our internal programs and training. In addition to training updates and enhancements for all learning styles, we sponsored five employees to attend the inaugural National Retailers Federation Emerging Leaders of Color Summit in Washington, DC.	To evaluate our programming and advise on strategic future initiatives.



