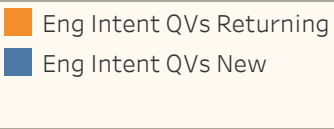
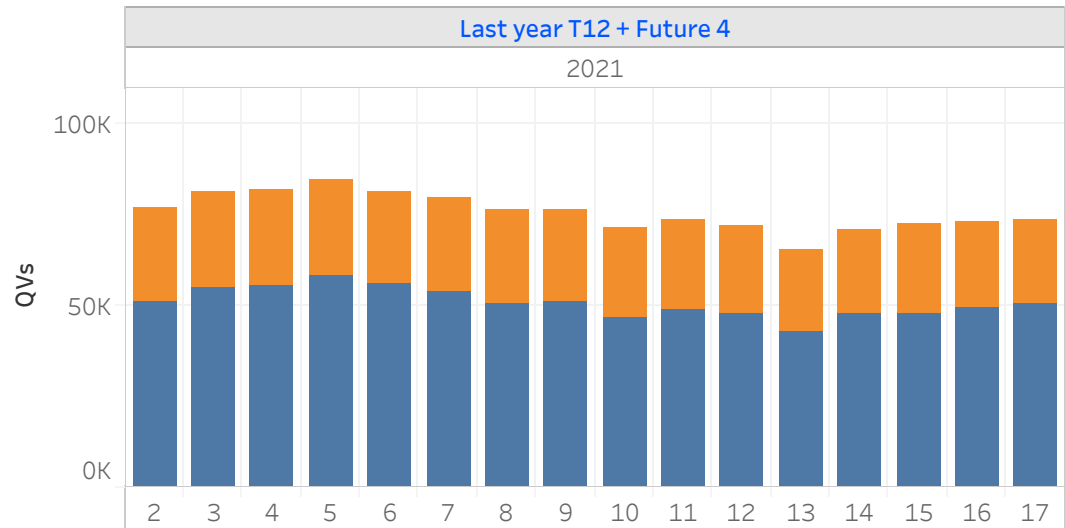


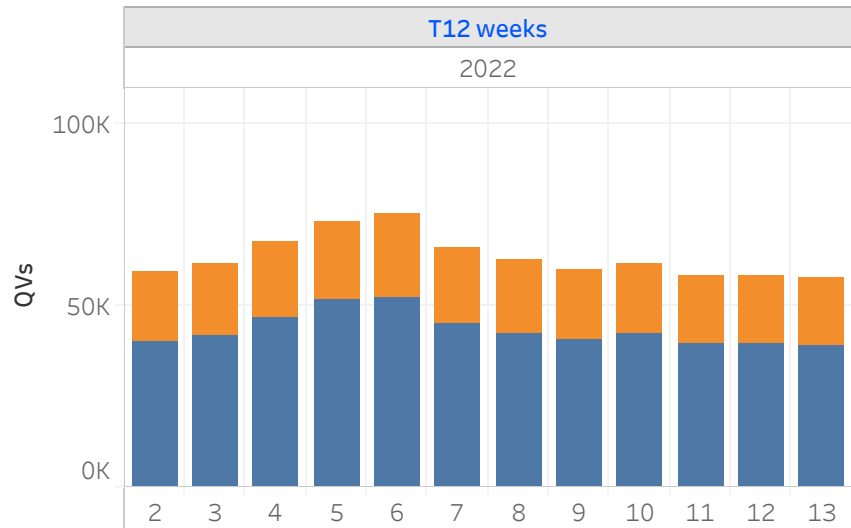
New & Returning Eng QVs



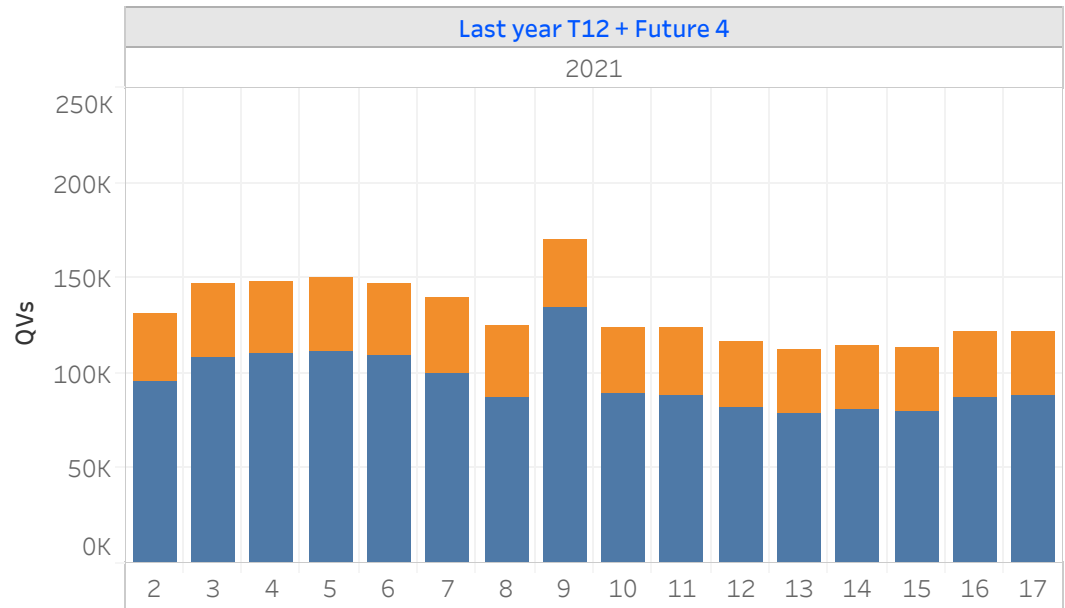
Eng QVs by NewRet(Desktop)-Last year



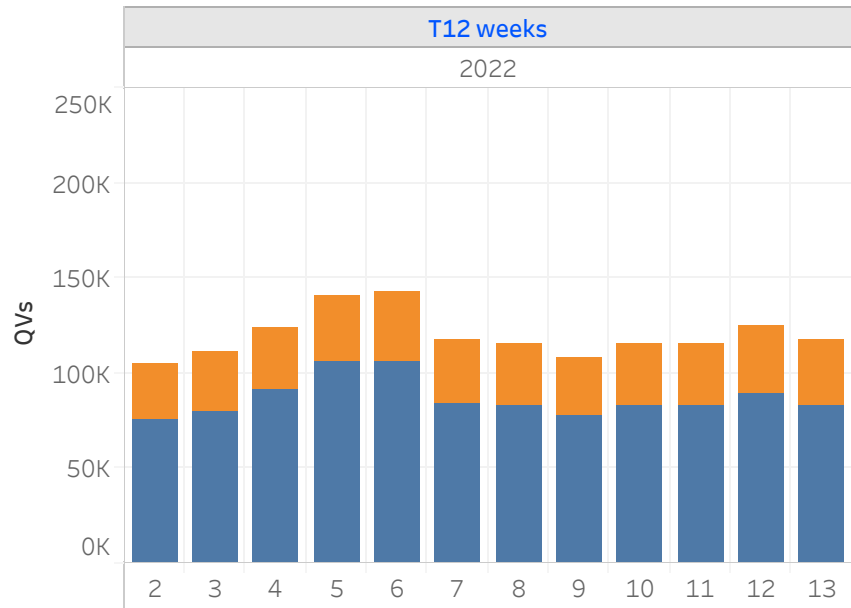
Eng QVs by NewRet(Desktop)-Recent weeks



Eng QVs by NewRet(Mobile)-Last year



Eng QVs by NewRet(Mobile)-Recent weeks



Eng QVs NewRet table-Desktop

		Retail Week Of Year															
	Retail ..	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Eng Intent QVs Retu..	2021	26K	27K	26K	26K	25K	26K	26K	25K	25K	25K	24K	23K	23K	24K	24K	23K
	2022	19K	20K	21K	22K	23K	21K	20K	20K	20K	19K	19K	19K				
Eng Intent QVs New	2021	51K	55K	55K	58K	56K	54K	50K	51K	47K	49K	48K	43K	48K	48K	49K	51K
	2022	40K	42K	47K	51K	52K	45K	43K	40K	42K	40K	40K	39K				

Eng QVs NewRet table-Mobile

		Retail Week Of Year															
	Retail ..	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Eng Intent QVs Retur..	2021	37K	38K	38K	38K	38K	40K	37K	36K	35K	36K	35K	33K	33K	34K	35K	34K
	2022	29K	31K	33K	35K	37K	34K	33K	31K	33K	33K	36K	35K				
Eng Intent QVs New	2021	95K	108K	110K	112K	109K	100K	87K	134K	89K	88K	82K	79K	81K	80K	87K	88K
	2022	76K	80K	91K	106K	106K	84K	83K	77K	83K	83K	89K	83K				

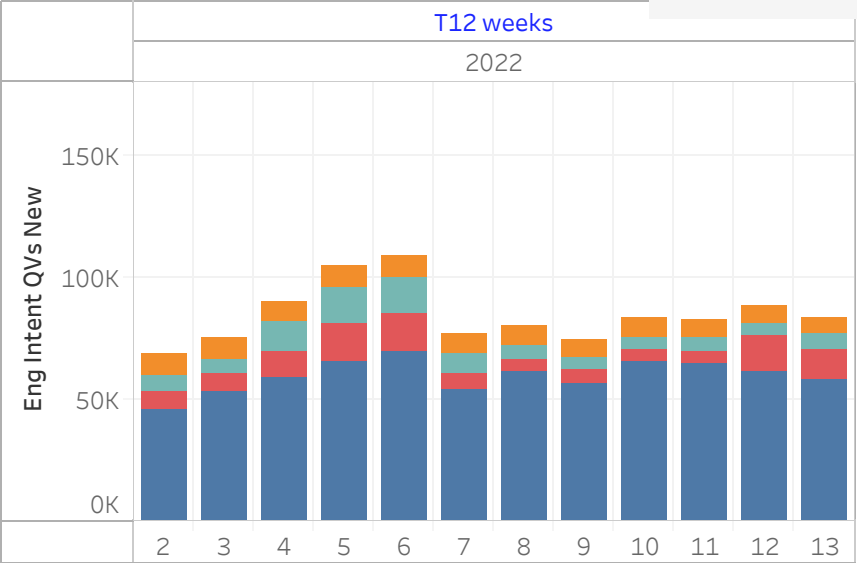
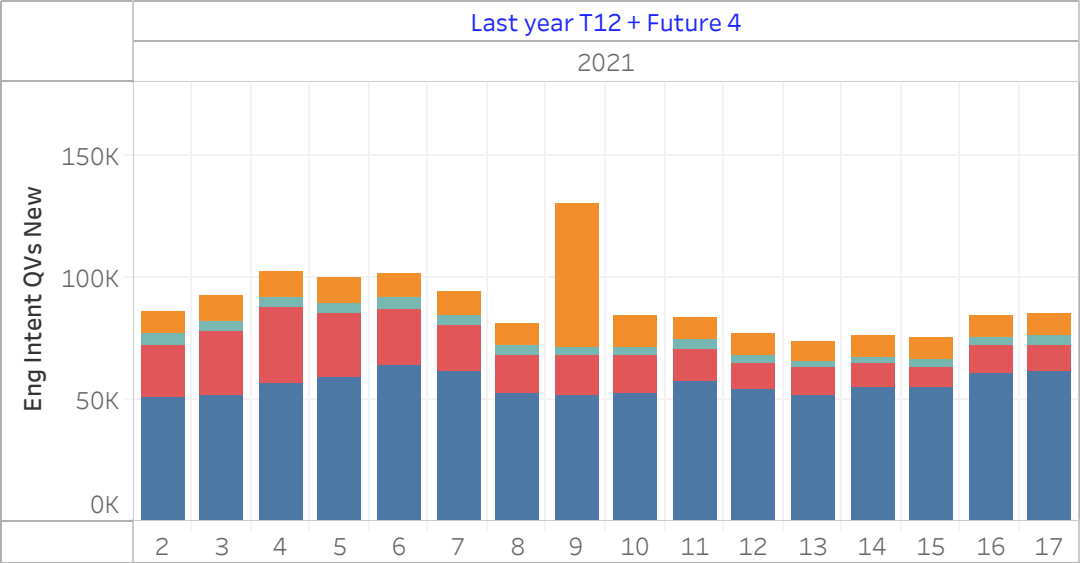
Eng QVs NewRet table-(Desktop+Mobile)

		Retail Week Of Year															
	Retail ..	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Eng Intent QVs Retur..	2021	62K	65K	64K	65K	64K	66K	63K	62K	60K	61K	59K	56K	57K	59K	59K	58K
	2022	48K	51K	54K	57K	61K	55K	53K	50K	52K	51K	55K	53K				
Eng Intent QVs New	2021	146K	163K	165K	170K	166K	153K	138K	185K	136K	137K	129K	122K	129K	128K	137K	138K
	2022	116K	122K	138K	157K	158K	129K	125K	118K	125K	122K	128K	123K				

Eng new QVs by Channel

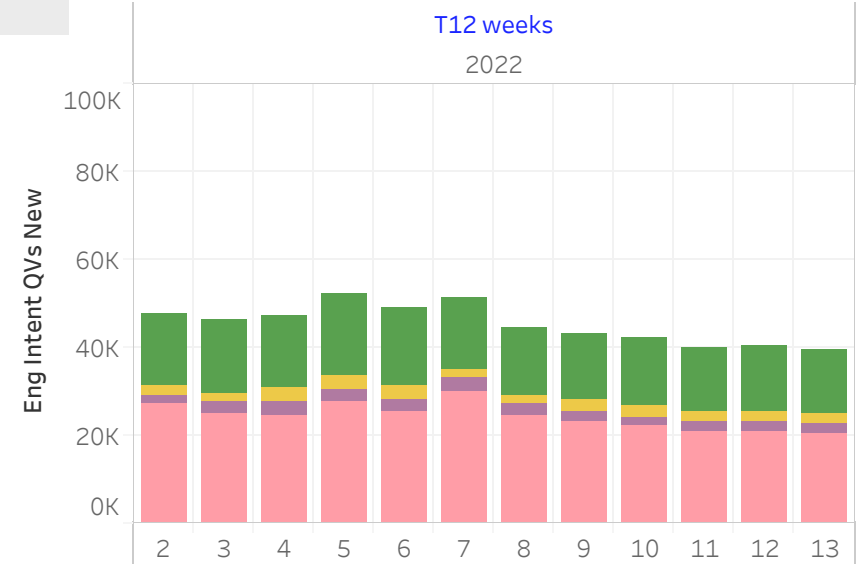
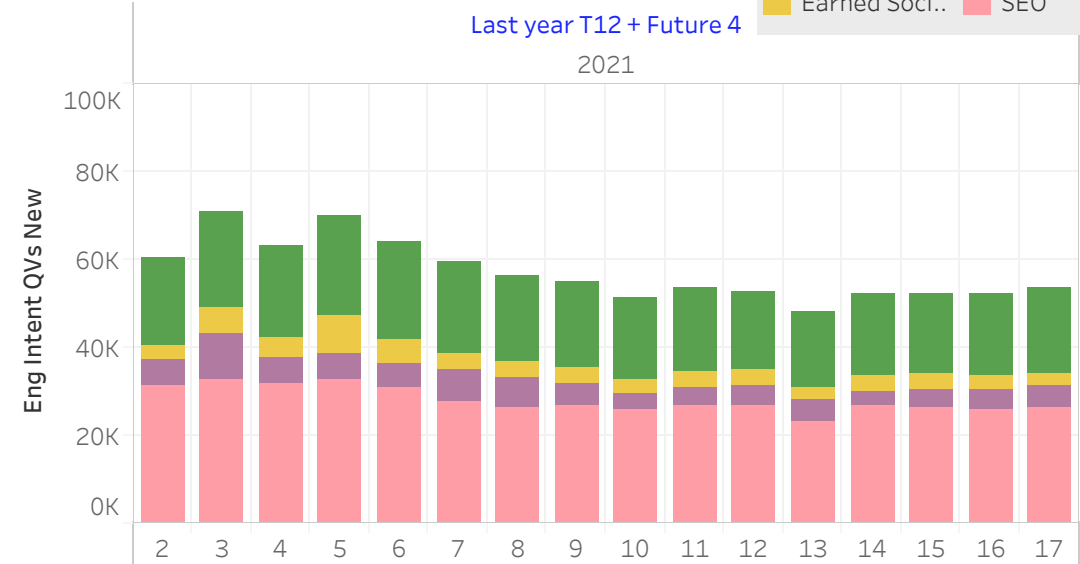
Eng New QVs by Ch(Paid)-Last year

Eng New QVs by Ch(Paid)-Recent weeks



Eng New QVs by Ch(Unpaid)-Last year

Eng New QVs by Ch(Unpaid)-Recent weeks



Eng New QVs by Ch table-Paid

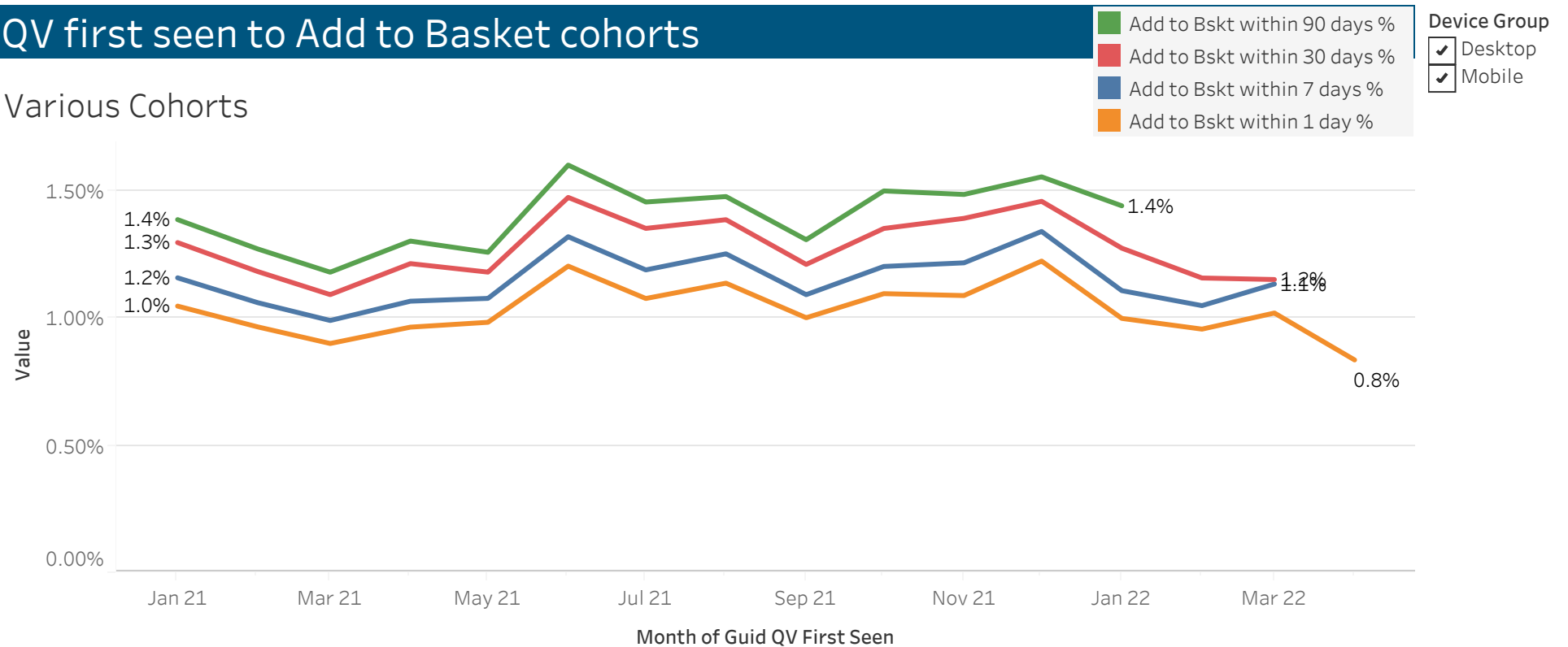
		Retail Week Of Year															
First Touch ..	Retail Year	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Affiliate	2021	9K	10K	11K	11K	10K	10K	9K	59K	13K	9K	9K	8K	10K	9K	9K	9K
	2022	9K	9K	9K	9K	9K	9K	8K	8K	8K	7K	7K	7K				
Display	2021	5K	4K	4K	4K	4K	4K	4K	4K	4K	3K	3K	3K	2K	3K	3K	4K
	2022	6K	6K	12K	15K	15K	8K	6K	5K	5K	6K	5K	6K				
Paid Social	2021	21K	26K	31K	26K	23K	18K	16K	16K	15K	13K	11K	11K	10K	9K	12K	11K
	2022	7K	7K	11K	15K	15K	7K	5K	6K	5K	5K	14K	13K				
SEM	2021	50K	52K	56K	59K	64K	62K	52K	51K	52K	57K	54K	52K	55K	55K	60K	61K
	2022	46K	53K	59K	65K	70K	54K	61K	56K	65K	65K	61K	58K				

Eng New QVs by Ch table-Unpaid

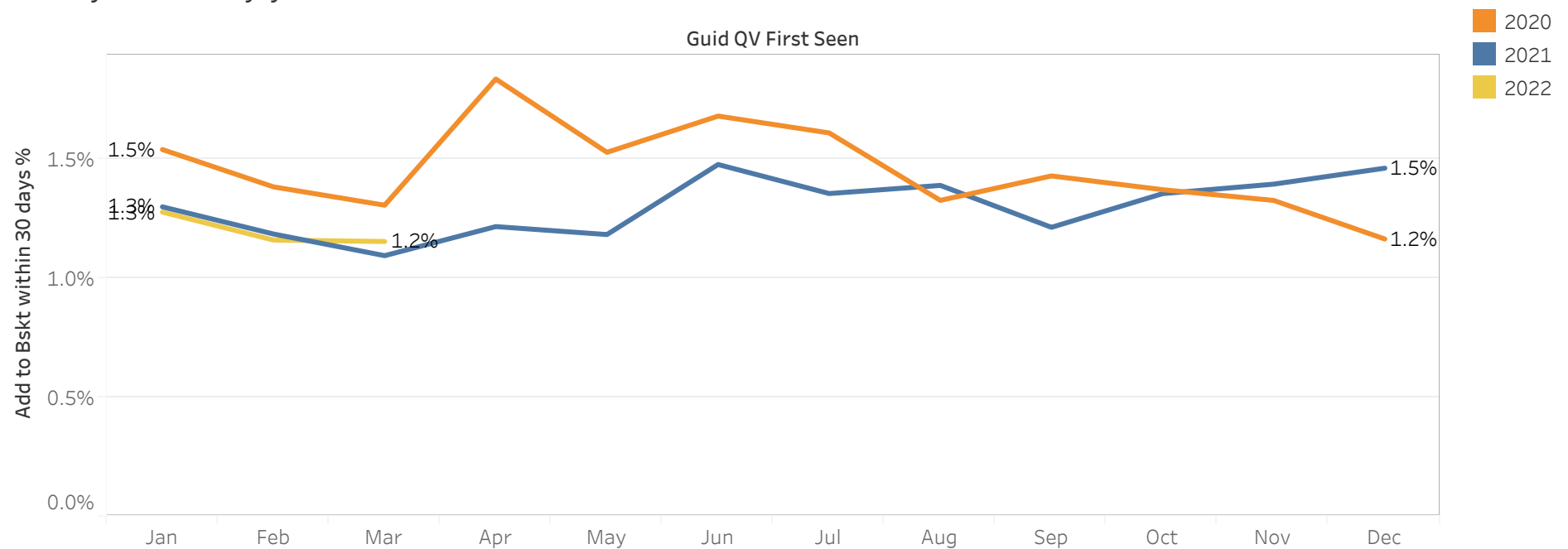
		Retail Week Of Year															
First Touch Top..	Retail Year	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Direct	2021	20K	22K	21K	23K	22K	21K	20K	19K	19K	19K	18K	17K	19K	18K	18K	19K
	2022	16K	17K	17K	19K	18K	16K	16K	15K	15K	15K	15K	14K				
Earned Social & Other Unpaid	2021	3K	6K	5K	9K	5K	4K	3K	4K	3K	4K	4K	3K	4K	3K	3K	3K
	2022	2K	2K	3K	3K	3K	2K	2K	3K	3K	2K	2K	2K				
Email	2021	6K	10K	6K	6K	6K	7K	7K	5K	3K	4K	4K	5K	3K	4K	5K	5K
	2022	2K	2K	3K	3K	3K	3K	3K	2K	2K	2K	2K	2K				
SEO	2021	32K	33K	32K	33K	31K	28K	26K	27K	26K	27K	27K	23K	27K	26K	26K	26K
	2022	27K	25K	25K	28K	26K	30K	25K	23K	22K	21K	21K	21K				

QV first seen to Add to Basket cohorts

Various Cohorts

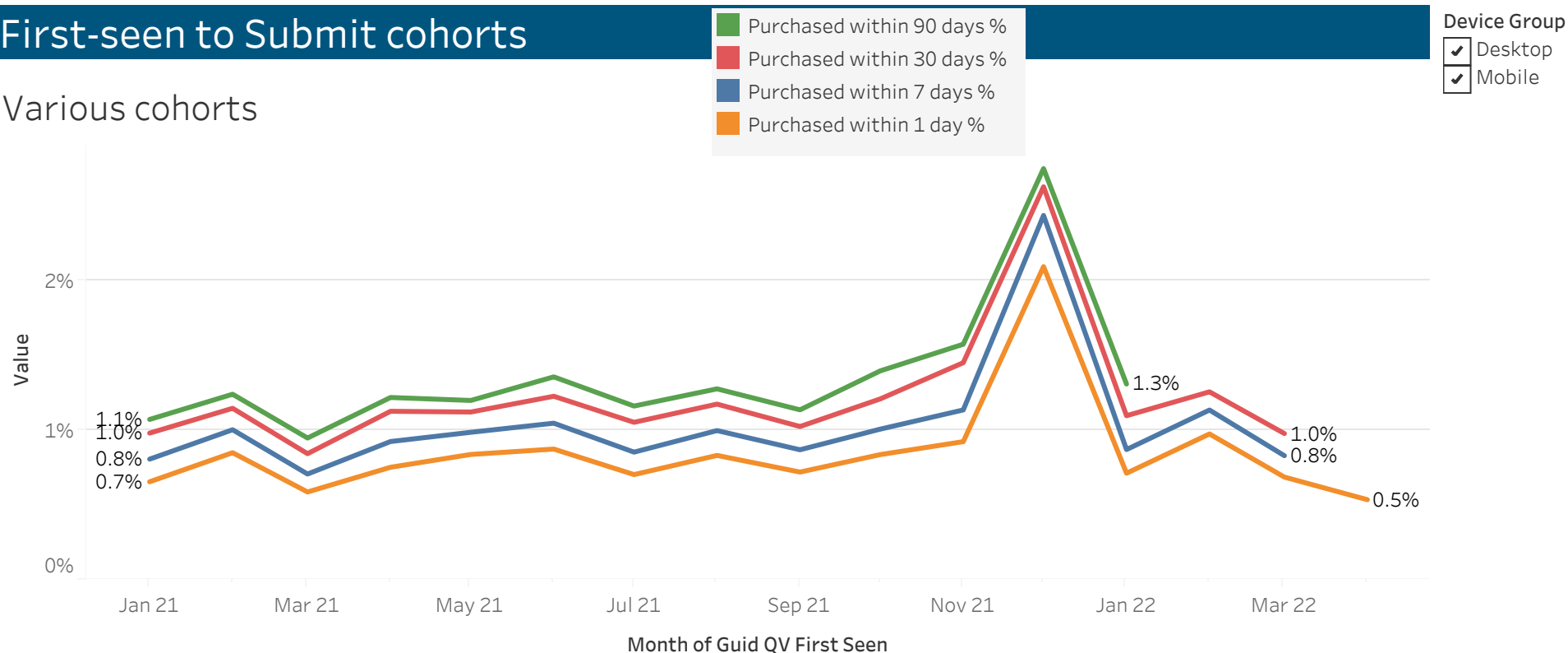


30 day cohort by year

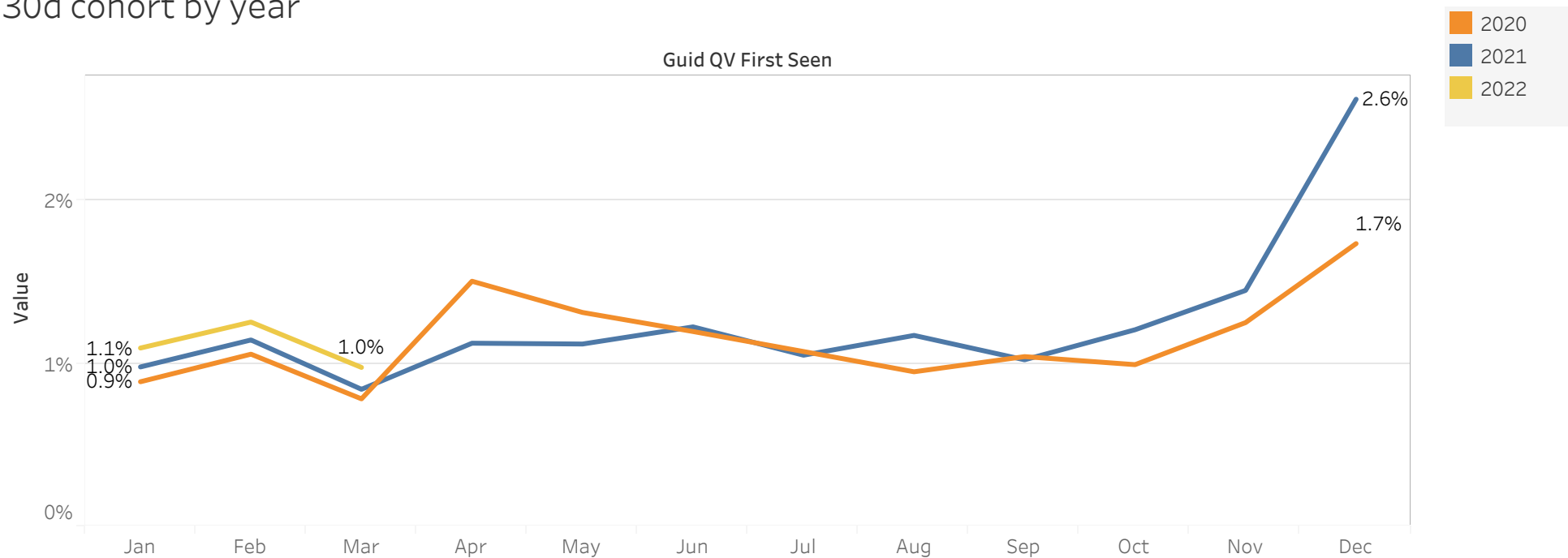


First-seen to Submit cohorts

Various cohorts

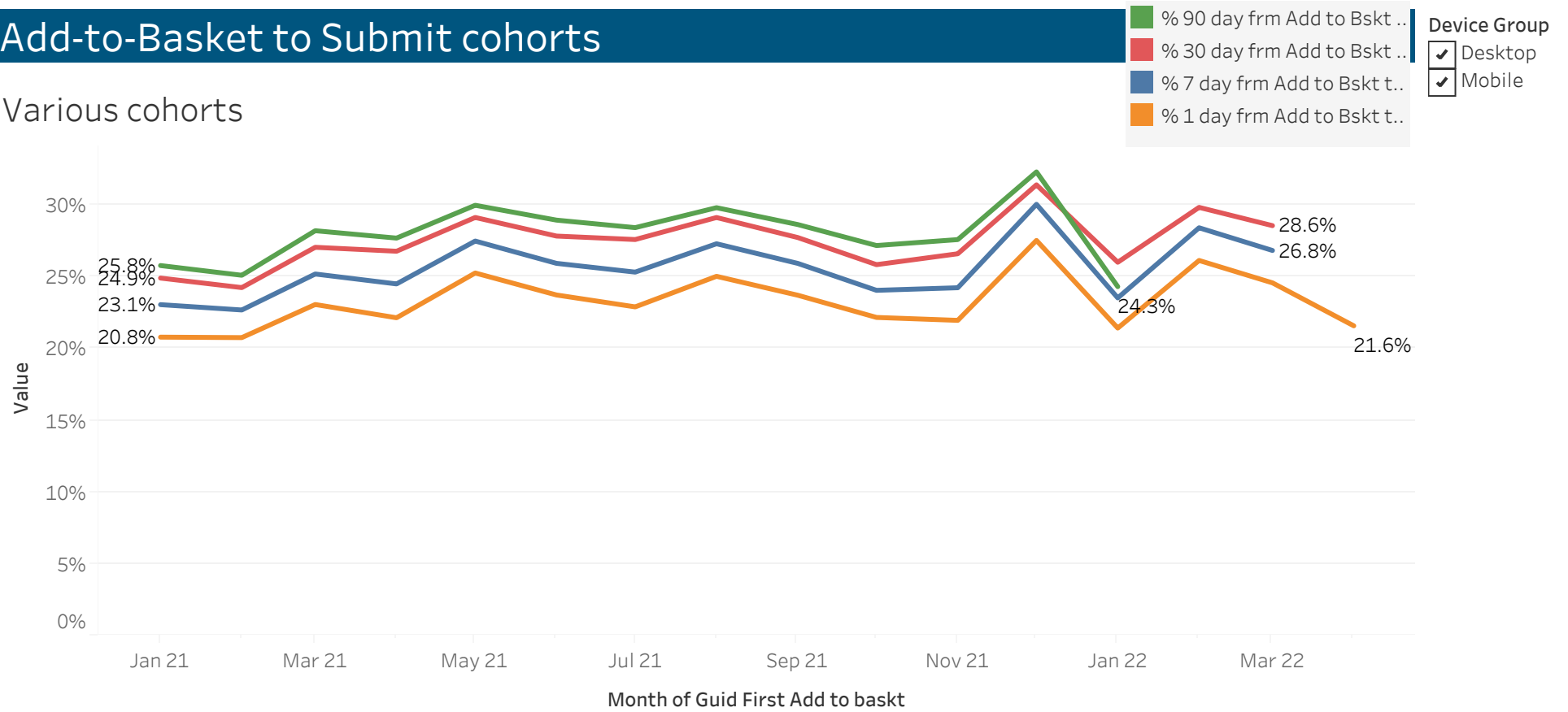


30d cohort by year

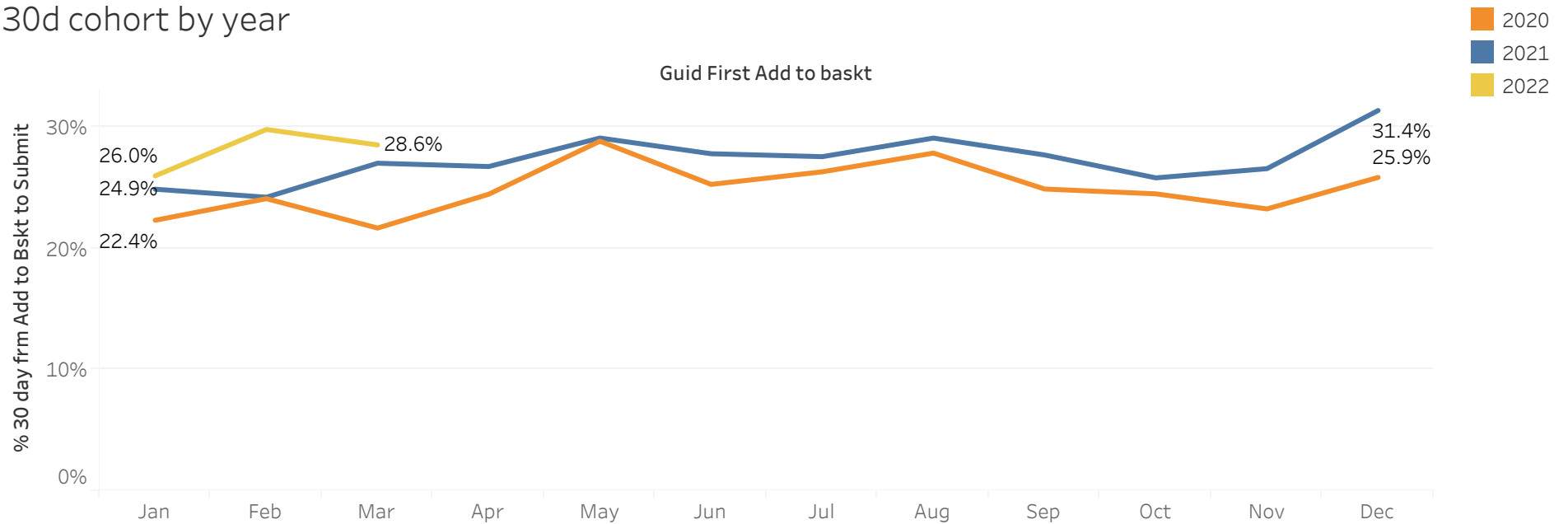


Add-to-Basket to Submit cohorts

Various cohorts

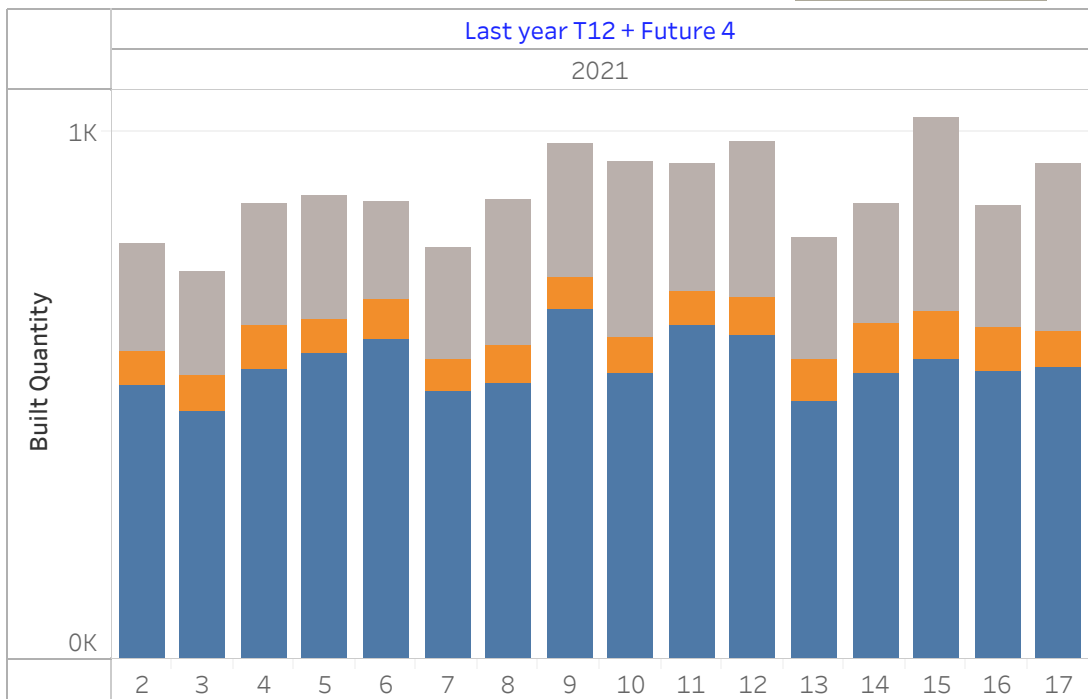


30d cohort by year

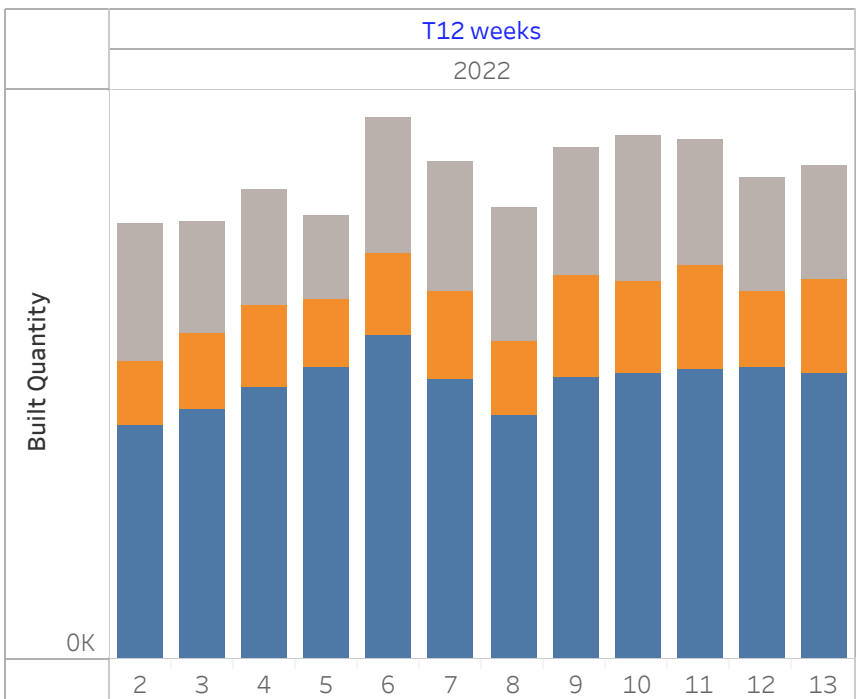


ERs sold

ERs sold by channel-Last year



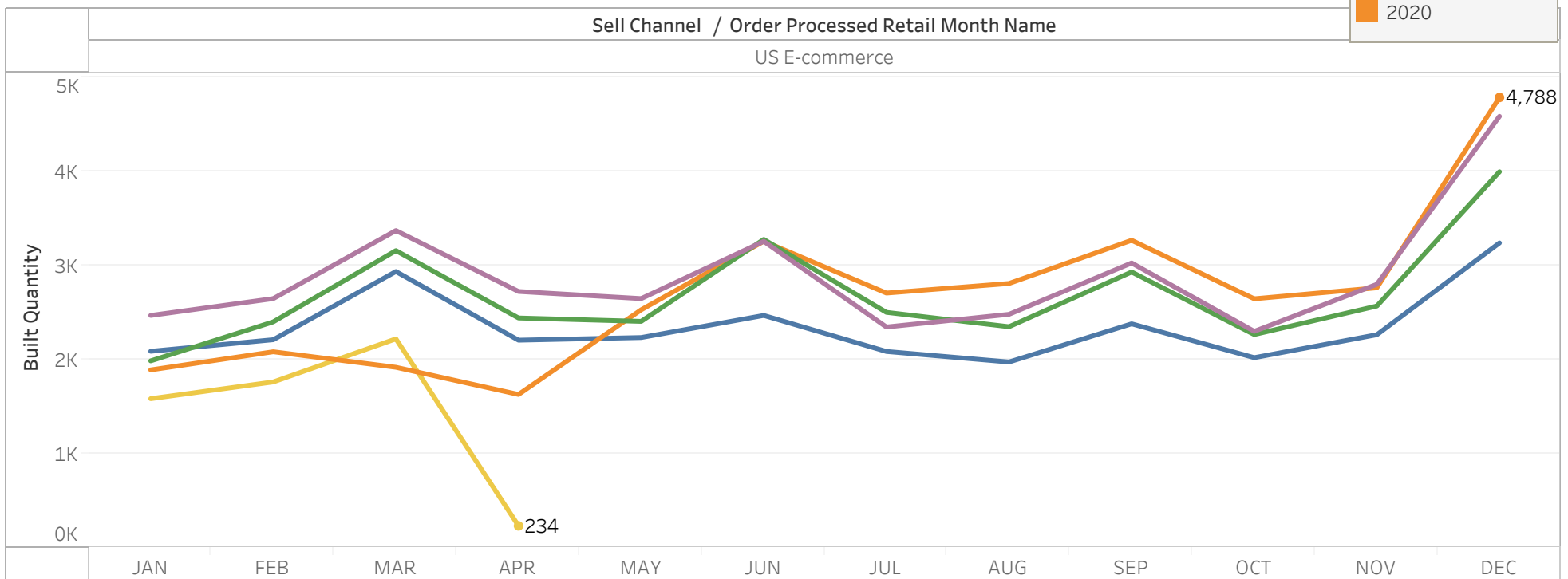
ERs sold by channel-Recent weeks



of ERs sold

		Order Processed Retail Quarter Of Year				
Sell Channel	Order Proce..	1	2	3	4	Grand T..
International	2020	2,529	2,988	3,859	4,248	13,624
	2021	3,138	3,387	2,961	3,212	12,698
	2022	2,506	97			2,603
Showroom	2020	541	325	616	941	2,423
	2021	882	1,179	1,478	1,951	5,490
	2022	1,667	82			1,749
US E-commerce	2020	5,897	7,422	8,790	10,201	32,310
	2021	7,241	6,915	6,446	7,530	28,132
	2022	5,572	234			5,806

US E-commerce ERs sold

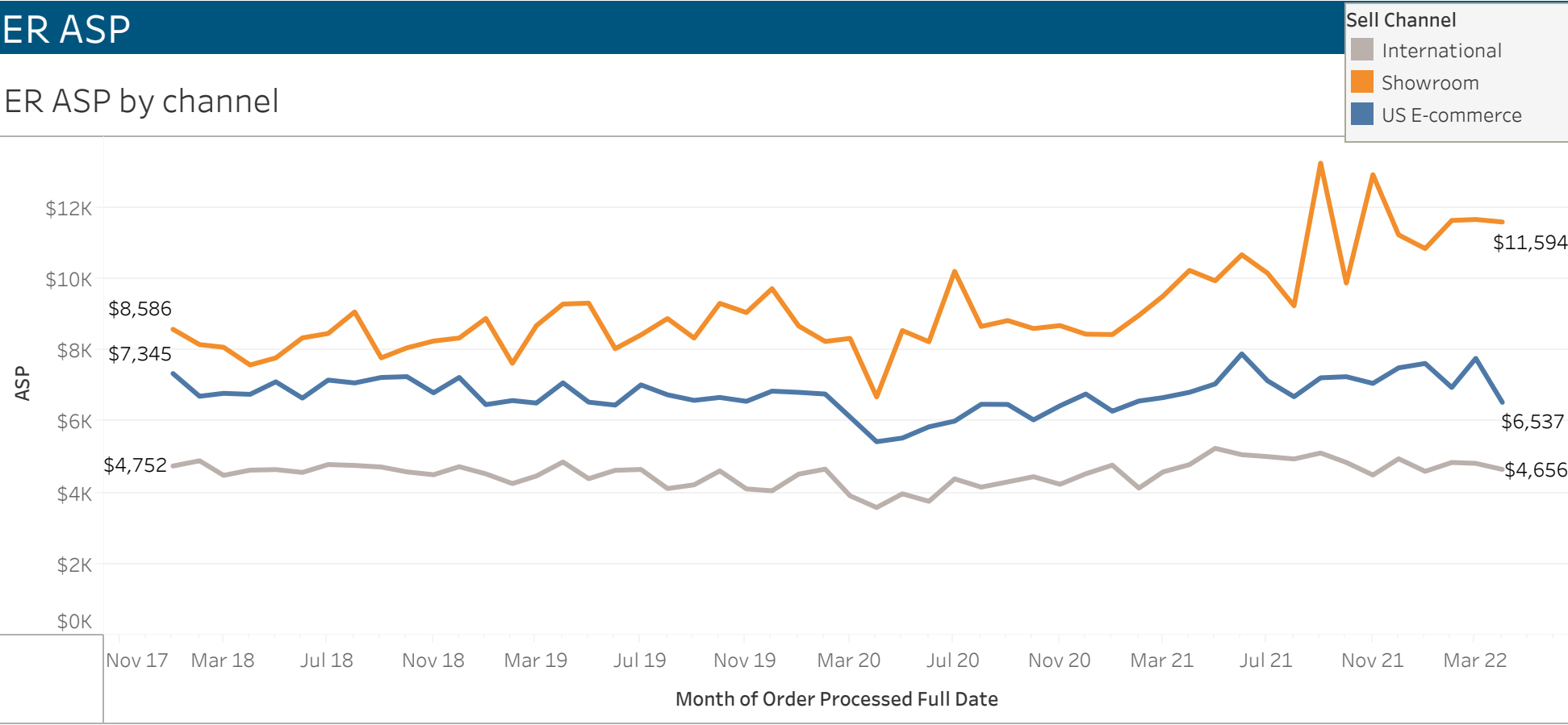


of US ERs sold

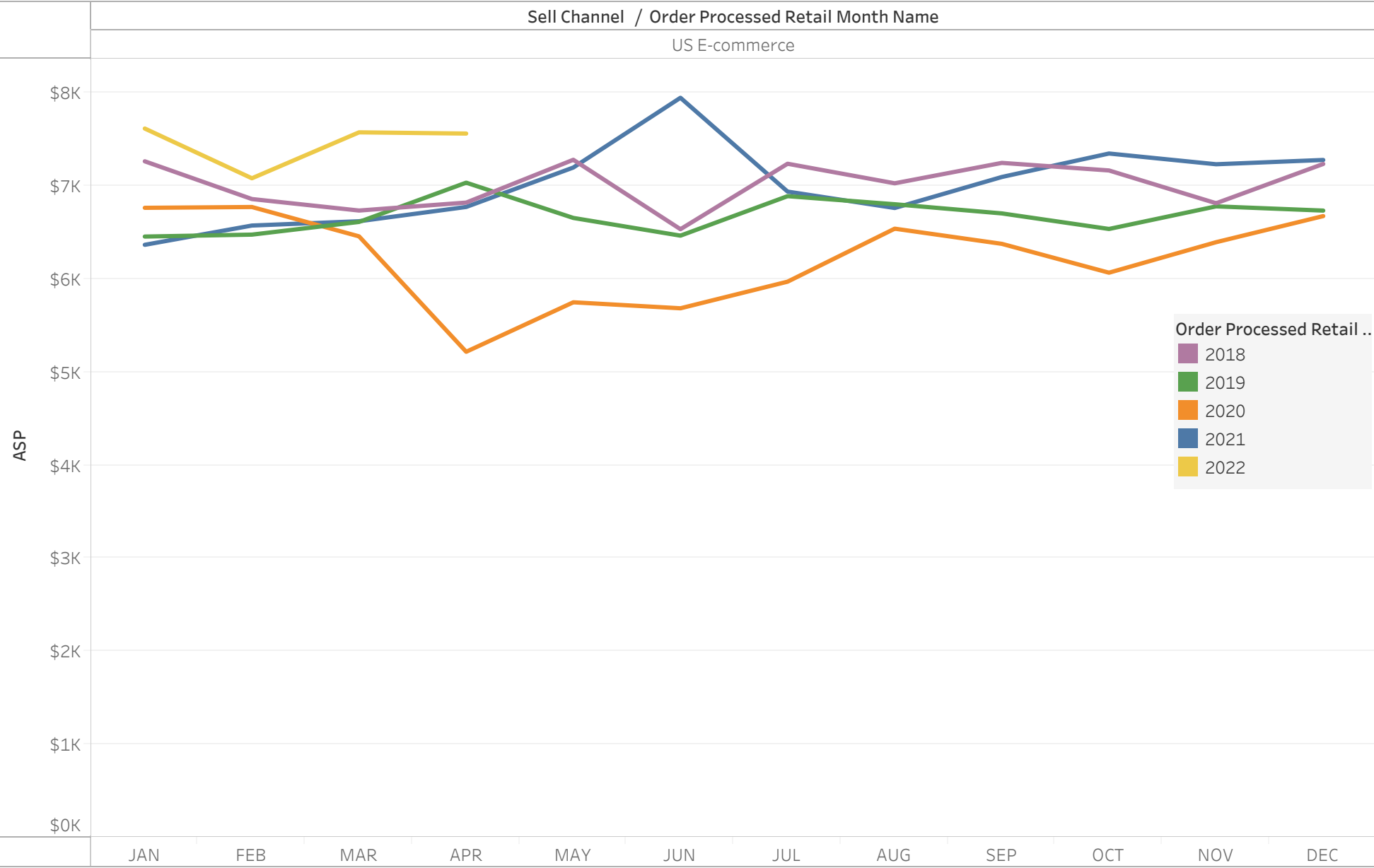
[illegible]

ER ASP

ER ASP by channel



US E-commerce ER ASP



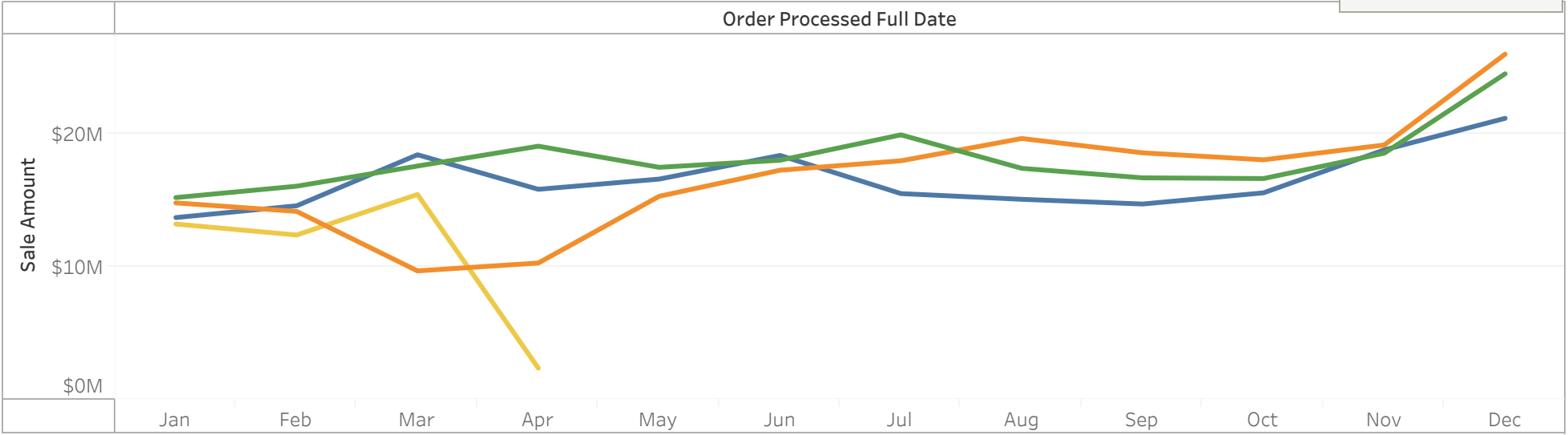
US E-commerce ER ASP

		Order Processed Retail Month Name											
Sell Channel	Order Proce..	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
US E-commerce	2017	\$7.6K	\$6.1K	\$7.4K	\$6.2K	\$7.4K	\$8.0K	\$7.1K	\$7.2K	\$7.1K	\$7.7K	\$7.8K	\$7.6K
	2018	\$7.3K	\$6.9K	\$6.7K	\$6.8K	\$7.3K	\$6.5K	\$7.2K	\$7.0K	\$7.2K	\$7.2K	\$6.8K	\$7.2K
	2019	\$6.5K	\$6.5K	\$6.6K	\$7.0K	\$6.7K	\$6.5K	\$6.9K	\$6.8K	\$6.7K	\$6.5K	\$6.8K	\$6.7K
	2020	\$6.8K	\$6.8K	\$6.5K	\$5.2K	\$5.7K	\$5.7K	\$6.0K	\$6.5K	\$6.4K	\$6.1K	\$6.4K	\$6.7K
	2021	\$6.4K	\$6.6K	\$6.6K	\$6.8K	\$7.2K	\$7.9K	\$6.9K	\$6.8K	\$7.1K	\$7.3K	\$7.2K	\$7.3K
	2022	\$7.6K	\$7.1K	\$7.6K	\$7.6K								

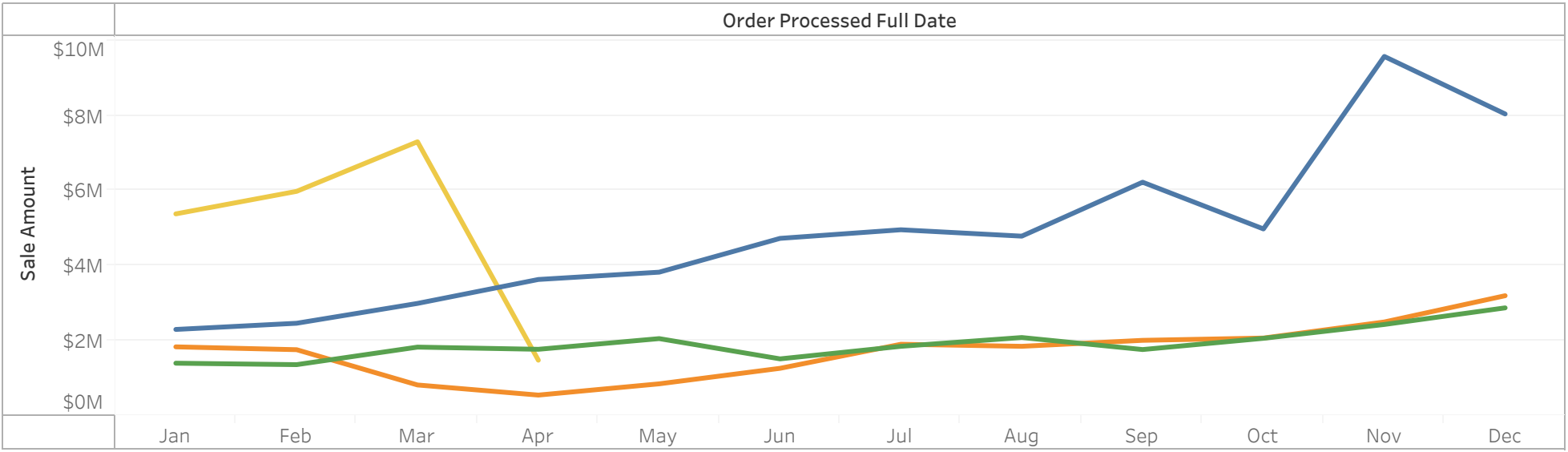
Revenue by channel

- 2019
- 2020
- 2021
- 2022

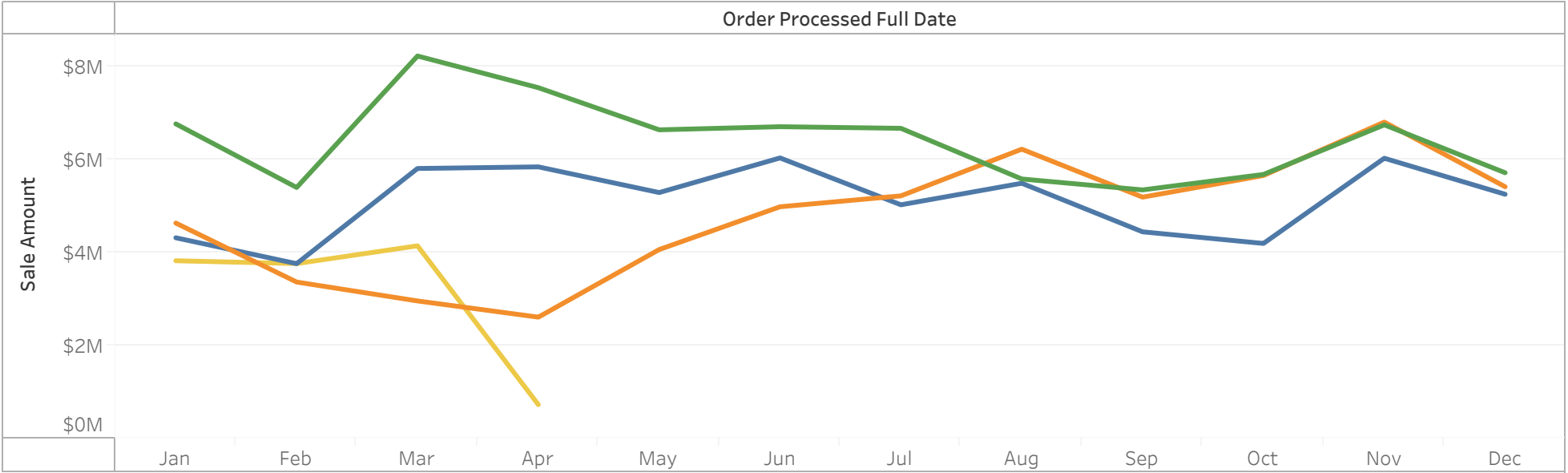
US E-comm Revenue



Showroom Revenue



Int. Revenue

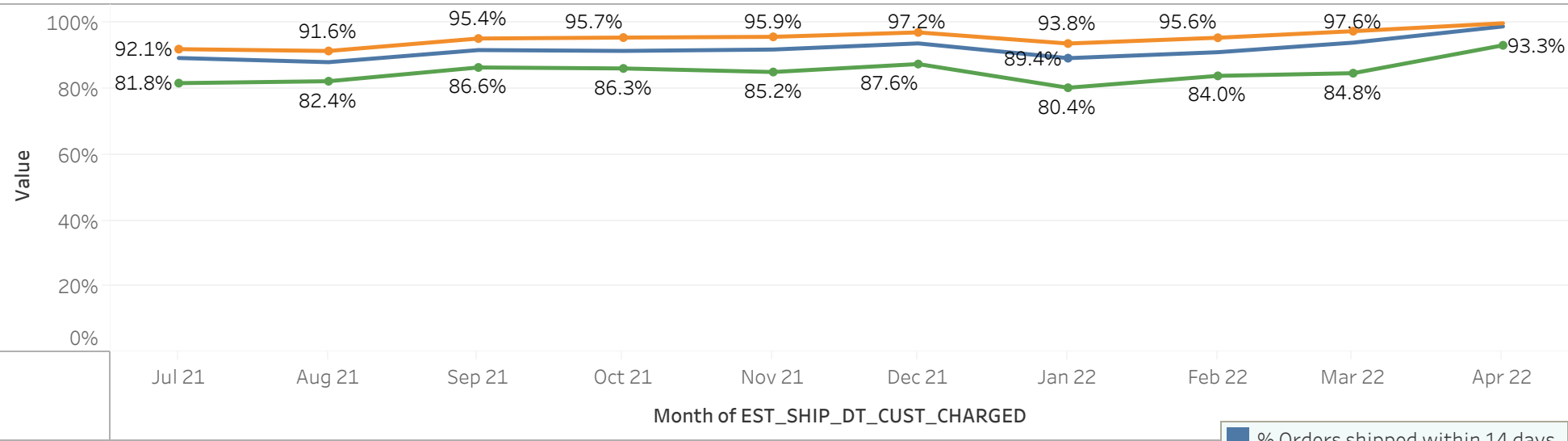


Total Revenue #

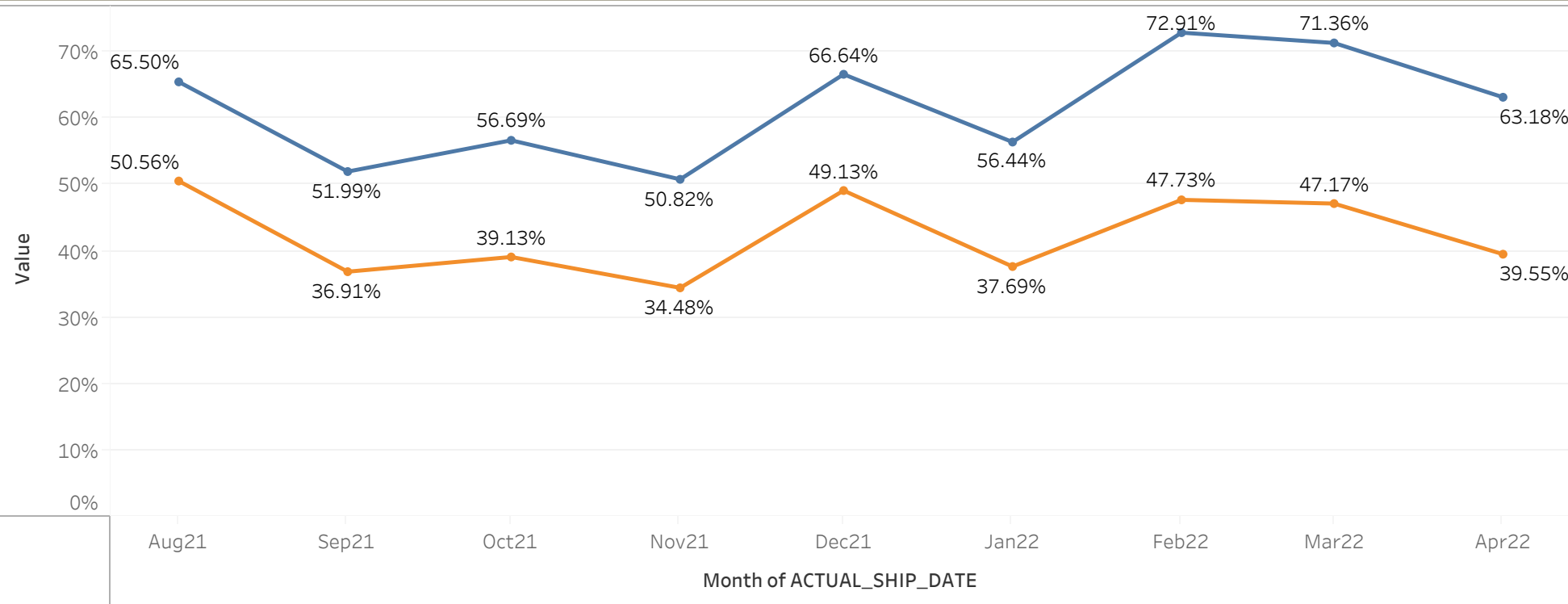
		Order Processed Retail Month Name											
Sell Channel	Order Pr..	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Internation..	2019	\$5,986K	\$5,195K	\$9,447K	\$6,757K	\$6,064K	\$8,026K	\$5,947K	\$4,751K	\$6,609K	\$5,027K	\$5,620K	\$7,365K
	2020	\$4,120K	\$3,631K	\$3,353K	\$2,239K	\$3,631K	\$5,416K	\$4,698K	\$5,065K	\$6,677K	\$5,001K	\$5,738K	\$7,858K
	2021	\$4,235K	\$3,753K	\$6,094K	\$5,582K	\$5,115K	\$6,409K	\$4,818K	\$4,765K	\$5,337K	\$3,925K	\$5,197K	\$6,110K
	2022	\$3,550K	\$3,689K	\$4,719K	\$425K								
Showroom	2019	\$1,274K	\$1,360K	\$2,052K	\$1,532K	\$1,990K	\$1,832K	\$1,478K	\$1,977K	\$2,135K	\$1,849K	\$2,343K	\$3,122K
	2020	\$1,704K	\$1,657K	\$1,256K	\$435K	\$886K	\$1,285K	\$1,513K	\$1,767K	\$2,402K	\$1,822K	\$2,077K	\$4,085K
	2021	\$2,266K	\$2,468K	\$3,336K	\$3,359K	\$3,698K	\$5,102K	\$4,711K	\$4,217K	\$6,915K	\$4,802K	\$8,364K	\$9,315K
	2022	\$4,925K	\$5,766K	\$8,274K	\$1,122K								
US E-commerce	2019	\$12,834K	\$15,563K	\$20,897K	\$17,193K	\$16,027K	\$21,200K	\$17,251K	\$15,993K	\$19,664K	\$14,826K	\$17,431K	\$26,932K
	2020	\$12,798K	\$14,122K	\$12,399K	\$8,511K	\$14,553K	\$18,534K	\$16,176K	\$18,385K	\$20,854K	\$16,067K	\$17,683K	\$31,963K
	2021	\$13,307K	\$14,548K	\$19,450K	\$14,956K	\$16,093K	\$19,635K	\$14,488K	\$13,363K	\$16,902K	\$14,857K	\$16,388K	\$23,596K
	2022	\$12,079K	\$12,492K	\$16,832K	\$1,770K								

Engagement fulfillment stats

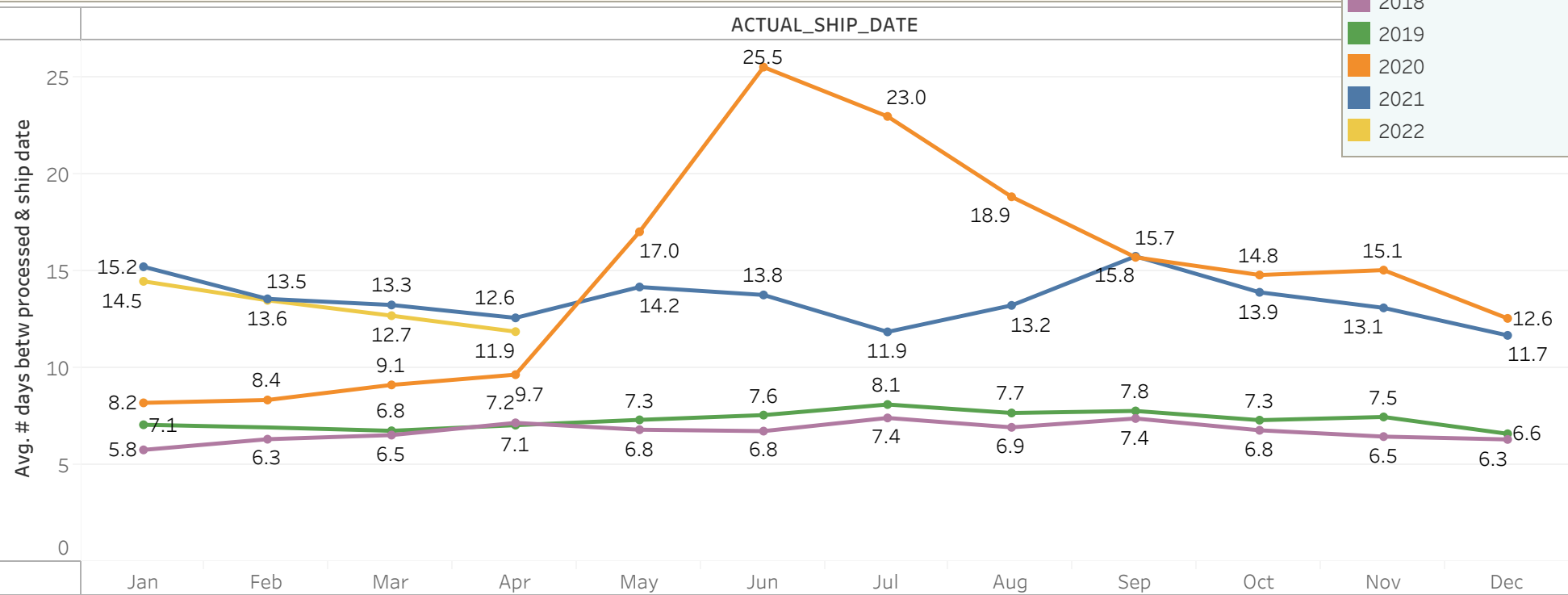
Eng - ship promise meet %



Eng-shipped with 7 & 14 days

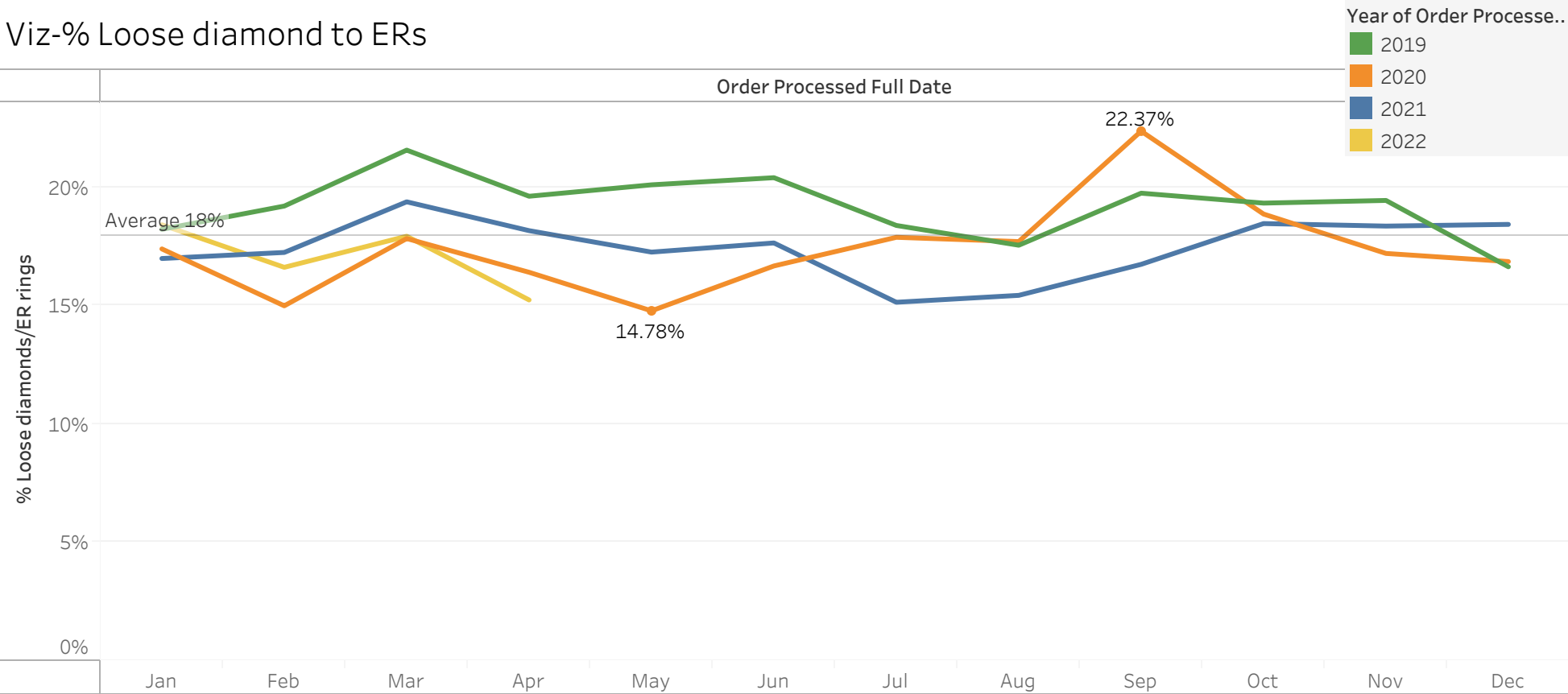


Avg. # of days between process & ship date



% Loose diamonds to ER rings

Viz-% Loose diamond to ERs



% Loose diamond to ERs #

Year of Ord..	Order Processed Full Date											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	18.22%	19.20%	21.57%	19.62%	20.10%	20.40%	18.39%	17.55%	19.75%	19.33%	19.44%	16.64%
2020	17.40%	14.99%	17.83%	16.41%	14.78%	16.68%	17.89%	17.71%	22.37%	18.87%	17.20%	16.86%
2021	16.99%	17.25%	19.38%	18.17%	17.26%	17.65%	15.14%	15.43%	16.74%	18.47%	18.36%	18.43%
2022	18.42%	16.62%	17.93%	15.24%								