

# 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.

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<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.

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<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)														
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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.

### 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.