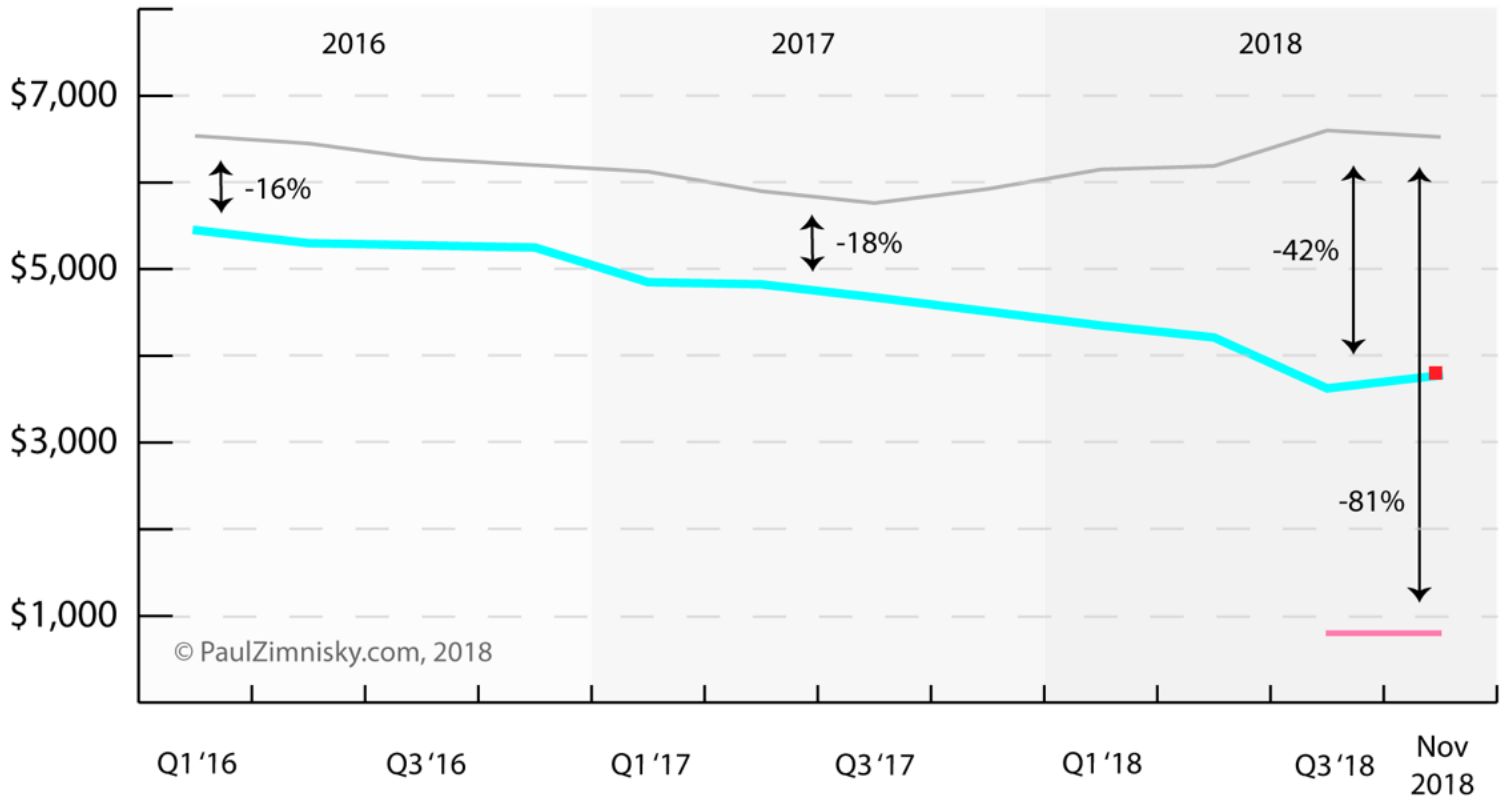


Generic 1-Carat Lab-created Diamond Price

Versus Natural, LC Lightbox and LC GWL Diamond

Price of 1-carat diamond in USD



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- Generic Lab-created Diamond (Round, VS1, G-F, VG/Ideal)
- Generic Natural Diamond (Round, VS1, G-F, VG/Ideal)
- Lightbox Lab-created Diamond (NOT GRADED, Princess, ~VS, ~Near-colorless, ~VG/Ideal)
- Grown With Love Lab-created Diamond (SET IN 14K GOLD, Round, SI, H-I, VG/Ideal)

Notes:

- *Generic diamond prices based on average survey of offer prices by category sampled from prominent online diamond retailers, surveys taken mid-quarter
- *Lightbox price based on Lightbox website offer price
- *Grown With Love price based on JCPenney website offer price in November 2018

Source: Paul Zimnisky analysis
 Prepared on November 24, 2018
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