

CHARLES & COLVARD LTD
Form 10-Q
May 10, 2013

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 10-Q

(Mark One)

- Quarterly report pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

For the quarterly period ended March 31, 2013

OR

- Transition report pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

For the transition period from _____ to _____

Commission File Number: 000-23329

Charles & Colvard, Ltd.
(Exact name of registrant as specified in its charter)

North Carolina
(State or other jurisdiction of
incorporation or organization)

56-1928817
(I.R.S. Employer
Identification No.)

300 Perimeter Park Drive, Suite A
Morrisville, North Carolina
(Address of principal executive offices)

27560
(Zip Code)

(919) 468-0399
(Registrant's telephone number, including area code)

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days: Yes No

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if

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any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files). Yes No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer	<input type="checkbox"/>	Accelerated filer	<input type="checkbox"/>
Non-accelerated filer (Do not check if a smaller reporting company)	<input type="checkbox"/>	Smaller reporting company	<input checked="" type="checkbox"/>

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act). Yes No

As of May 6, 2013, there were 19,664,675 shares of the registrant's common stock, no par value per share, outstanding.

CHARLES & COLVARD, LTD.

FORM 10-Q

For the Quarterly Period Ended March 31, 2013

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PART I – FINANCIAL INFORMATION

Item 1. Financial Statements

CHARLES & COLVARD, LTD.
CONDENSED CONSOLIDATED BALANCE SHEETS

	March 31, 2013 (unaudited)	December 31, 2012
ASSETS		
Current assets:		
Cash and cash equivalents	\$ 12,641,217	\$ 11,860,842
Accounts receivable, net	7,455,505	8,138,358
Interest receivable	4,601	694
Held-to-maturity investments	503,719	505,068
Inventory, net	8,466,603	8,442,430
Prepaid expenses and other assets	991,222	737,406
Deferred income taxes	1,211,772	1,211,772
Total current assets	31,274,639	30,896,570
Long-term assets:		
Inventory, net	25,201,036	24,353,580
Property and equipment, net	1,669,944	1,746,792
Intangible assets, net	328,767	346,732
Deferred income taxes	2,310,240	2,520,818
Other assets	13,266	12,199
Total long-term assets	29,523,253	28,980,121
TOTAL ASSETS	\$ 60,797,892	\$ 59,876,691
LIABILITIES AND SHAREHOLDERS' EQUITY		
Current liabilities:		
Accounts payable	\$ 2,584,156	\$ 2,112,585
Accrued cooperative advertising	194,000	200,000
Accrued expenses and other liabilities	463,825	574,522
Total current liabilities	3,241,981	2,887,107
Long-term liabilities:		
Accrued income taxes	388,118	383,730
Total liabilities	3,630,099	3,270,837
Commitments and contingencies		
Shareholders' equity:		
Common stock, no par value	53,333,402	53,318,044
Additional paid-in capital – stock-based compensation	8,699,328	8,459,020
Accumulated deficit	(4,864,937)	(5,171,210)
Total shareholders' equity	57,167,793	56,605,854
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY	\$ 60,797,892	\$ 59,876,691

See Notes to Condensed Consolidated Financial Statements.

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CHARLES & COLVARD, LTD.
CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS
(unaudited)

	Three Months Ended March 31,	
	2013	2012
Net sales	\$6,505,074	\$4,178,385
Costs and expenses:		
Cost of goods sold	2,881,978	2,027,686
Sales and marketing	2,246,209	1,501,921
General and administrative	849,377	1,357,172
Research and development	5,983	8,408
Total costs and expenses	5,983,547	4,895,187
Income (loss) from operations	521,527	(716,802)
Other income (expense):		
Interest income	7,502	23,865
Interest expense	(740)	(477)
Total other income, net	6,762	23,388
Income (loss) before income taxes	528,289	(693,414)
Income tax net (expense) benefit	(222,016)	317,568
Net income (loss)	\$306,273	\$(375,846)
Net income (loss) per common share:		
Basic	\$0.02	\$(0.02)
Fully diluted	\$0.02	\$(0.02)
Weighted average number of shares used in computing net income (loss) per common share:		
Basic	19,659,168	19,470,511
Fully diluted	20,054,422	19,470,511

See Notes to Condensed Consolidated Financial Statements.

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CHARLES & COLVARD, LTD.
CONDENSED CONSOLIDATED STATEMENTS OF CASH FLOWS
(unaudited)

	Three Months Ended March 31,	
	2013	2012
CASH FLOWS FROM OPERATING ACTIVITIES:		
Net income (loss)	\$306,273	\$(375,846)
Adjustments to reconcile net income (loss) to net cash provided by operating activities:		
Depreciation and amortization	192,387	116,600
Amortization of bond premium	1,349	1,323
Stock-based compensation	246,666	289,409
Provision for uncollectible accounts	(96,000)	151,952
Provision for sales returns	(108,000)	(42,000)
Provision for inventory reserves	(19,000)	(46,000)
Provision for deferred income taxes	210,578	-
Changes in assets and liabilities:		
Accounts receivable	886,853	12,809
Interest receivable	(3,907)	(2,303)
Inventory	(852,629)	489,787
Prepaid expenses and other assets, net	(254,883)	(19,159)
Accounts payable	471,571	506,571
Accrued cooperative advertising	(6,000)	(63,000)
Accrued income taxes	4,388	(361,198)
Other accrued liabilities	(110,697)	(275,358)
Net cash provided by operating activities	868,949	383,587
CASH FLOWS FROM INVESTING ACTIVITIES:		
Purchases of property and equipment	(87,997)	(351,793)
Patent, license rights, and trademark costs	(9,577)	(3,677)
Net cash used in investing activities	(97,574)	(355,470)
CASH FLOWS FROM FINANCING ACTIVITIES:		
Stock option exercises	9,000	106,465
Net cash provided by financing activities	9,000	106,465
NET INCREASE IN CASH AND CASH EQUIVALENTS	780,375	134,582
CASH AND CASH EQUIVALENTS, BEGINNING OF PERIOD	11,860,842	6,701,701
CASH AND CASH EQUIVALENTS, END OF PERIOD	\$12,641,217	\$6,836,283
Supplemental disclosure of cash flow information:		
Cash paid during the year for interest	\$740	\$477
Cash paid during the year for income taxes	\$7,050	\$11,800

See Notes to Condensed Consolidated Financial Statements.

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CHARLES & COLVARD, LTD.
NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS
(unaudited)

1. DESCRIPTION OF BUSINESS

Charles & Colvard, Ltd. (the “Company”), a North Carolina corporation founded in 1995, manufactures, markets, and distributes Charles & Colvard Created Moissanite® jewels (hereinafter referred to as moissanite or moissanite jewels) and finished jewelry featuring moissanite for sale in the worldwide jewelry market. Moissanite, also known by its chemical name of silicon carbide (“SiC”), is a rare mineral first discovered in a meteor crater. Because naturally occurring SiC crystals are too small for commercial use, larger crystals must be grown in a laboratory. Leveraging its advantage of being the sole source worldwide of created moissanite jewels, the Company’s strategy is to establish itself with reputable, high-quality, and sophisticated brands and to position moissanite as an affordable, luxurious alternative to other gemstones, such as diamond. The Company believes this is possible due to moissanite’s exceptional brilliance, fire, luster, durability, and rarity like no other jewel available on the market. The Company sells loose moissanite jewels and finished jewelry at wholesale to distributors, manufacturers, and retailers and at retail to end consumers through its wholly owned operating subsidiaries Moissanite.com, LLC and Charles & Colvard Direct, LLC.

2. BASIS OF PRESENTATION AND SIGNIFICANT ACCOUNTING POLICIES

Basis of Presentation and Principles of Consolidation - The accompanying unaudited consolidated financial statements included in this Quarterly Report on Form 10-Q have been prepared in conformity with accounting principles generally accepted in the United States of America (“U.S. GAAP”) for interim financial information. However, certain information or footnote disclosures normally included in complete financial statements prepared in accordance with U.S. GAAP have been condensed, or omitted, pursuant to the rules and regulations of the Securities and Exchange Commission (the “SEC”). In the opinion of the Company’s management, the unaudited statements in this Quarterly Report on Form 10-Q include all normal and recurring adjustments necessary for the fair statement of the results for the interim periods presented. The results for the three months ended March 31, 2013 are not necessarily indicative of the results to be expected for the fiscal year ending December 31, 2013.

The consolidated financial statements as of and for the three months ended March 31, 2013 and 2012 included in this Quarterly Report on Form 10-Q are unaudited. The balance sheet as of December 31, 2012 is derived from the audited financial statements as of that date. The accompanying statements should be read in conjunction with the audited financial statements and related notes, together with Management’s Discussion and Analysis of Financial Condition and Results of Operations, contained in the Company’s Annual Report on Form 10-K for the year ended December 31, 2012 filed with the SEC on March 29, 2013 (the “2012 Annual Report”).

The accompanying consolidated financial statements as of and for the three months ended March 31, 2013 and 2012 include the accounts of the Company and its wholly owned subsidiaries Moissanite.com, LLC, formed in 2011; Charles & Colvard Direct, LLC, formed in 2011; and Charles & Colvard (HK) Ltd., the Company’s Hong Kong subsidiary that became a dormant entity in the second quarter of 2009 and the operations of which ceased in 2008. All intercompany accounts have been eliminated.

Significant Accounting Policies - In the opinion of the Company’s management, the significant accounting policies used for the three months ended March 31, 2013 are consistent with those used for the year ended December 31, 2012. Accordingly, please refer to the 2012 Annual Report for the Company’s significant accounting policies.

Use of Estimates - The preparation of financial statements in conformity with U.S. GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period. The most significant estimates impacting the Company's consolidated financial statements relate to valuation and classification of inventories, accounts receivable reserves, deferred tax assets, uncertain tax positions, stock compensation expense, and cooperative advertising. Actual results could differ materially from those estimates.

Reclassifications - Certain amounts in the prior year's condensed consolidated financial statements have been reclassified to conform to the current year presentation.

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Recently Adopted/Issued Accounting Pronouncements - All new and recently issued, but not yet effective, accounting pronouncements have been deemed to be not relevant to the Company and therefore are not expected to have any impact once adopted.

3. SEGMENT INFORMATION AND GEOGRAPHIC DATA

The Company reports segment information based on the “management” approach. The management approach designates the internal reporting used by management for making operating decisions and assessing performance as the source of the Company’s operating and reportable segments.

The Company manages its business primarily by its two distribution channels that it uses to sell its product lines, loose jewels and finished jewelry. Accordingly, the Company determined its two operating and reporting segments to be wholesale distribution transacted through the parent entity and direct-to-consumer distribution transacted through the Company’s wholly owned operating subsidiaries, Moissanite.com, LLC and Charles & Colvard Direct, LLC. The accounting policies of these segments are the same as those described in Note 2, “Basis of Presentation and Significant Accounting Policies,” of this Quarterly Report on Form 10-Q and in the Notes to Consolidated Financial Statements in the 2012 Annual Report.

The Company evaluates the financial performance of its segments based on net sales; product line gross profit, or the excess of product line sales over product line cost of goods sold; and operating income (loss). The Company’s inventories are maintained in the parent entity’s wholesale distribution segment and are transferred without intercompany markup to the operating subsidiaries as product line cost of goods sold when sold to the end consumer. Product line cost of goods sold is defined as product cost of goods sold in each of the Company’s wholesale distribution and direct-to-consumer distribution operating segments excluding non-capitalized expenses from the Company’s manufacturing and production control departments, comprising personnel costs, depreciation, rent, utilities, and corporate overhead allocations; freight out; inventory valuation allowance adjustments; and other inventory adjustments, comprising costs of quality issues, damaged goods, and inventory write-offs.

The Company allocates certain general and administrative and information technology-related expenses from its parent entity to its two direct-to-consumer operating subsidiaries primarily based on net sales and headcount, respectively. Unallocated expenses, which also include interest and taxes, remain in the parent entity’s wholesale distribution segment.

Summary financial information by reporting segment is as follows:

	Three Months Ended March 31, 2013		
	Wholesale	Direct-to-Consumer	Total
Net sales			
Loose jewels	\$4,293,076	\$55,220	\$4,348,296
Finished jewelry	1,729,149	427,629	2,156,778
Total	\$6,022,225	\$482,849	\$6,505,074
Product line cost of goods sold			
Loose jewels	\$1,714,826	\$7,860	\$1,722,686
Finished jewelry	586,726	196,895	783,621
Total	\$2,301,552	\$204,755	\$2,506,307
Product line gross profit			

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Loose jewels	\$2,578,250	\$47,360	\$2,625,610
Finished jewelry	1,142,423	230,734	1,373,157
Total	\$3,720,673	\$278,094	\$3,998,767
Operating income (loss)	\$1,698,148	\$(1,176,621)	\$521,527
Depreciation and amortization	\$90,979	\$101,408	\$192,387
Capital expenditures	\$80,671	\$7,326	\$87,997

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	March 31, 2013	December 31, 2012
Loose jewels		
Raw materials	\$3,164,984	\$3,189,320
Work-in-process	4,549,869	3,650,322
Finished goods	18,368,042	19,074,526
Finished goods on consignment	57,463	75,131
Total	\$26,140,358	\$25,989,299
Finished jewelry		
Raw materials	\$286,945	\$259,366
Work-in-process	503,628	250,628
Finished goods	6,047,633	5,451,178
Finished goods on consignment	592,449	748,022
Total	\$7,430,655	\$6,709,194

Supplies inventories of approximately \$97,000 and \$98,000 at March 31, 2013 and December 31, 2012, respectively, included in finished goods inventories in the consolidated financial statements are omitted from inventories by product line because they are used in both product lines and are not maintained separately.

The Company recognizes sales by geographic area based on the country in which the customer is based. A portion of the Company's international wholesale distribution segment sales represents products sold internationally that may be re-imported to United States ("U.S.") retailers. Sales to international end consumers made by the Company's direct-to-consumer distribution segment are included in U.S. sales because products are shipped and invoiced to a U.S.-based intermediary party that assumes all international shipping and credit risks. The following presents certain data by geographic area:

	Three Months Ended March 31,	
	2013	2012
Net sales		
United States	\$5,112,289	\$3,390,947
International	1,392,785	787,438
Total	\$6,505,074	\$4,178,385
	March 31,	December
	2013	31, 2012
Property and equipment, net		
United States	\$1,669,944	\$1,746,792
International	-	-
Total	\$1,669,944	\$1,746,792
	March 31,	December
	2013	31, 2012
Intangible assets, net		
United States	\$141,014	\$152,038
International	187,753	194,694
Total	\$328,767	\$346,732

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4. INVESTMENTS

Investments consist of long-term U.S. government agency securities carried at amortized cost using the effective interest method. The Company classifies its marketable securities as held-to-maturity based upon management's positive intention and ability to hold these securities until their maturity dates.

The following table summarizes information about held-to-maturity investments at March 31, 2013:

	Amortized Cost	Gross Unrealized Gains	Estimated Fair Value
U.S. government agency securities	\$503,719	\$6,696	\$510,415

As of March 31, 2013, the estimated fair value of the investments was greater than the amortized cost. Because management intends to hold the investments until their maturity dates, this unrealized gain was not recorded in the consolidated financial statements.

The maturities of held-to-maturity investments at March 31, 2013 were as follows:

	Less than 1 Year	Total
U.S. government agency securities	\$503,719	\$503,719

5. FAIR VALUE MEASUREMENTS

Under U.S. GAAP, fair value is defined as the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. U.S. GAAP also establishes a hierarchy for inputs used in measuring fair value that maximizes the use of observable inputs and minimizes the use of unobservable inputs by requiring that the most observable inputs be used when available. Observable inputs are obtained from independent sources and can be validated by a third party, whereas unobservable inputs reflect assumptions regarding what a third party would use in pricing an asset or liability. The fair value hierarchy consists of three levels based on the reliability of inputs, as follows:

- Level 1 - quoted prices in active markets for identical assets and liabilities
- Level 2 - inputs other than Level 1 quoted prices that are directly or indirectly observable
- Level 3 - unobservable inputs that are not corroborated by market data

The Company evaluates assets and liabilities subject to fair value measurements on a recurring and non-recurring basis to determine the appropriate level to classify them for each reporting period. This determination requires significant judgments to be made by management of the Company. The instruments identified as subject to fair value measurements on a recurring basis are cash and cash equivalents, trade accounts receivable, held-to-maturity investments, trade accounts payable, and accrued expenses. All instruments other than held-to-maturity investments are reflected in the consolidated balance sheets at carrying value, which approximates fair value due to the short-term nature of these instruments. The estimated fair value of the Company's held-to-maturity investments as of March 31, 2013 utilized Level 2 inputs of similar investments traded on active securities exchanges.

Assets that are measured at fair value on a non-recurring basis include property and equipment and intangible assets, comprising patents, license rights, and trademarks. These items are recognized at fair value when they are considered to be impaired. Level 3 inputs are primarily based on the estimated future cash flows of the asset determined by market inquiries to establish fair market value of used machinery or future revenue expected to be generated with the assistance of patents, license rights, and trademarks.

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6. INVENTORIES

The Company's total inventories, net of reserves, consisted of the following as of March 31, 2013 and December 31, 2012:

	March 31, 2013	December 31, 2012
Raw materials	\$3,451,929	\$3,448,686
Work-in-process	5,053,497	3,900,950
Finished goods	24,856,301	24,978,221
Finished goods on consignment	661,912	843,153
Less inventory reserves	(356,000)	(375,000)
Total	\$33,667,639	\$32,796,010
Current portion	\$8,466,603	\$8,442,430
Long-term portion	25,201,036	24,353,580
Total	\$33,667,639	\$32,796,010

Inventories are stated at the lower of cost or market on an average cost basis. Inventory costs include direct material and labor, inbound freight, purchasing and receiving costs, inspection costs, and warehousing costs. Any inventory on hand at the measurement date in excess of the Company's current requirements based on historical and anticipated levels of sales is classified as long-term on the Company's consolidated balance sheets. The Company's classification of long-term inventory requires it to estimate the portion of on-hand inventory that can be realized over the next 12 months and does not include precious metal, labor, and other inventory purchases expected to be both purchased and realized over the next 12 months.

The Company's work-in-process inventories include raw SiC crystals on which processing costs, such as labor and sawing, have been incurred; and components, such as metal castings and finished good moissanite jewels, that have been issued to jobs in the manufacture of finished jewelry. The Company's moissanite jewel manufacturing process involves the production of intermediary shapes, called "preforms," that vary depending upon the size and shape of the finished jewel. To maximize manufacturing efficiencies, preforms may be made in advance of current finished inventory needs but remain in work-in-process inventories. As of March 31, 2013 and December 31, 2012, work-in-process inventories issued to active production jobs approximated \$1.94 million and \$1.12 million, respectively.

The Company's jewels do not degrade in quality over time and inventory generally consists of the shapes and sizes most commonly used in the jewelry industry. In addition, the majority of jewel inventory is not mounted in finished jewelry settings and is therefore not subject to fashion trends nor is obsolescence a significant factor. The Company has very small market penetration in the worldwide jewelry market, and the Company has the exclusive right in the U.S. through mid-2015 and in many other countries through mid-2016 to produce and sell created SiC for use in jewelry applications. In view of the foregoing factors, management has concluded that no excess or obsolete loose jewel inventory reserve requirements existed as of March 31, 2013.

In 2010, the Company began manufacturing finished jewelry featuring moissanite. Relative to loose moissanite jewels, finished jewelry is more fashion oriented and subject to styling trends that could render certain designs obsolete. The majority of the Company's finished jewelry featuring moissanite is held in inventory for resale and consists of such basic designs as stud earrings, solitaire and three-stone rings, pendants, and bracelets that tend not to be subject to significant obsolescence risk due to their classic styling. In addition, the Company manufactures small individual quantities of designer-inspired moissanite fashion jewelry as part of its sample line that are used in the

selling process to its wholesale customers.

In 2011, the Company began purchasing fashion finished jewelry comprised of base metals and non-precious gemstones for sale through Lulu Avenue™, the direct-to-consumer home party division of its wholly owned operating subsidiary, Charles & Colvard Direct, LLC. This finished jewelry is fashion oriented and subject to styling trends that may change with each catalog season, of which there are several each year. Typically in the jewelry industry, slow-moving or discontinued lines are sold as closeouts or liquidated in alternative sales channels. The Company reviews the finished jewelry inventory on an ongoing basis for any lower of cost or market and obsolescence issues and has concluded that no such finished jewelry inventory reserve requirements relating to the Company's new line of finished jewelry featuring moissanite and fashion finished jewelry products existed as of

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March 31, 2013.

Periodically, the Company ships finished goods inventory to wholesale customers on consignment terms. Under these terms, the customer assumes the risk of loss and has an absolute right of return for a specified period. Finished goods on consignment at March 31, 2013 and December 31, 2012 are net of shrinkage reserves of \$12,000 and \$20,000, respectively, to allow for certain loose jewels and finished jewelry on consignment with wholesale customers that may not be returned or may be returned in a condition that does not meet the Company's current grading or quality standards.

Total net loose jewel inventories at March 31, 2013 and December 31, 2012, including inventory on consignment net of reserves, were \$26.14 million and \$25.99 million, respectively. The loose jewel inventories at March 31, 2013 and December 31, 2012 include shrinkage reserves of \$10,000 and \$36,000, respectively, including shrinkage reserves of \$3,000 and \$17,000, respectively, on inventory on consignment. Loose jewel inventories at March 31, 2013 and December 31, 2012 also include recuts reserves of \$94,000 and \$109,000, respectively.

Total net jewelry inventories at March 31, 2013 and December 31, 2012, including inventory on consignment net of reserves, finished jewelry featuring moissanite manufactured by the Company since entering the finished jewelry business in 2010, and fashion finished jewelry purchased by the Company for sale through Lulu Avenue™, were \$7.43 million and \$6.71 million, respectively. Jewelry inventories consist primarily of finished goods, a portion of which the Company acquired as part of a January 2009 settlement agreement with a former manufacturer customer to reduce the outstanding receivable to the Company. Due to the lack of a plan to market this inventory at that time, a jewelry inventory reserve was established to reduce the majority of the acquired jewelry inventory value to scrap value, or the amount the Company would expect to obtain by melting the gold in the jewelry and returning to loose-jewel finished goods inventory those jewels that meet grading standards. The scrap reserve established for this acquired inventory at the time of the agreement is adjusted at each reporting period for the market price of gold and has generally declined as the associated jewelry is sold down. At March 31, 2013, the balance increased to \$149,000 from \$132,000 at December 31, 2012 as a result of a decrease in the market price of gold, offset in part by sell down of the inventory during the quarter. Because the finished jewelry the Company began manufacturing in 2010 after it entered that business was made pursuant to an operational plan to market and sell the inventory, it is not subject to this reserve. The finished jewelry inventories at March 31, 2013 and December 31, 2012 also include shrinkage reserves of \$103,000 and \$98,000, respectively, including shrinkage reserves of \$9,000 and \$3,000 on inventory on consignment, respectively.

The need for adjustments to inventory reserves is evaluated on a period-by-period basis.

7. INCOME TAXES

The Company recognized an income tax expense of approximately \$222,000 for the three months ended March 31, 2013 compared to an income tax net benefit of approximately \$318,000 for the three months ended March 31, 2012.

During 2008, the Company recorded a full valuation allowance against certain deferred tax assets consisting primarily of net operating loss carryforwards. Due to continued uncertainty over sufficient future taxable income to fully utilize these deferred tax assets, the Company did not record an income tax benefit for the pretax loss incurred during the three months ended March 31, 2012.

As of each reporting date, the Company's management considers new evidence, both positive and negative, that could impact its view with regard to future realization of deferred tax assets. For the year ended December 31, 2012, cumulative positive taxable income over the last three tax years had been generated, offsetting the negative evidence of cumulative losses in previous years. The Company also determined that its expectations of future taxable income in

upcoming tax years would be sufficient to result in full utilization of these net operating loss carryforwards and deferred tax assets prior to any statutory expiration. As a result, the Company's management determined that sufficient positive evidence existed as of December 31, 2012 to conclude that it is more likely than not that the majority of its deferred tax assets are realizable, and it reduced its valuation allowance accordingly. A valuation allowance remains against certain deferred tax assets relating to state net operating loss carryforwards from the Company's e-commerce and home party operating subsidiaries due to the timing uncertainty of when the subsidiaries will generate cumulative positive taxable income to utilize the associated deferred tax assets. A valuation allowance also remains against certain deferred tax assets relating to investment loss carryforwards because the Company's current investments are classified as held-to-maturity, indicating they will be redeemed at

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par value and will not generate gains sufficient or of the appropriate character to utilize the associated deferred tax assets.

For the three months ended March 31, 2013, the Company recognized \$211,000 of current period income tax expense, which represents an effective tax rate of 40.0% on the current period pre-tax book income. The effective tax rate for the three months ended March 31, 2013 differs from the federal statutory rate of 34.0% primarily due to the impact of state income taxes, stock-based compensation expense that is not deductible for tax purposes, and other book-to-tax reconciling items. This effective tax rate has increased from December 31, 2012 due to anticipation of higher taxable income in the current fiscal year, and an additional \$7,000 of income tax expense was accrued and paid related to the prior tax year, primarily for adjustment of the federal alternative minimum tax. During the three months ended March 31, 2013, the Company also recognized approximately \$4,000 of income tax expense for estimated tax, penalties, and interest associated with uncertain tax positions.

During the three months ended March 31, 2012, the Company entered into a voluntary disclosure agreement with a taxing authority for which the Company had previously recorded a liability for an uncertain tax position. As a result of the agreement, the Company reduced its total recorded liabilities relating to uncertain tax positions by approximately \$320,000 and recognized a corresponding income tax benefit. This benefit was offset by approximately \$2,000 of income tax expense for estimated tax, penalties, and interest for other uncertain tax positions.

8. COMMITMENTS AND CONTINGENCIES

Lease Commitments

In March 2004, the Company entered into a seven-year lease, beginning in August 2004, for approximately 16,500 square feet of mixed-use space from an unaffiliated third party at a base cost with escalations throughout the lease term plus additional common-area expenses based on the Company's proportionate share of the lessor's operating costs. The lease provided for two rent holidays, during which no rent was payable, and a moving allowance. In January 2011, the Company amended the lease effective January 1, 2011 to extend the term through January 2017 in exchange for a reduced rental rate and 50% rent abatement in the first 12 months of the extended term. The amended lease includes 3% annual rent escalations and a one-time option to terminate the lease effective as of July 31, 2014. The Company recognizes rent expense on a straight-line basis, giving consideration to the rent holidays, the moving allowance paid to the Company, and the rent abatement. At the Company's option, the amended lease can be extended for one five-year period.

As of March 31, 2013, the Company's future minimum payments under this operating lease were as follows:

2013	\$ 104,480
2014	143,486
2015	147,791
2016	152,224
2017	13,066
Total	\$561,047

Rent expense for the three months ended March 31, 2013 and 2012 was approximately \$56,000 and \$51,000, respectively.

Purchase Commitments

On June 6, 1997, the Company entered into an amended and restated exclusive supply agreement with Cree, Inc. (“Cree”). The exclusive supply agreement had an initial term of ten years that was extended in January 2005 to July 2015. In connection with the amended and restated exclusive supply agreement, the Company has committed to purchase from Cree a minimum of 50%, by dollar volume, of its raw material SiC crystal requirements. If the Company’s orders require Cree to expand beyond specified production levels, the Company must commit to purchase certain minimum quantities. Effective February 8, 2013, the Company entered into an amendment to a prior letter agreement with Cree, which provides a framework for the Company’s purchases of SiC crystals under the amended and restated exclusive supply agreement. Pursuant to this amendment, the Company agreed to purchase at least \$4.00 million of SiC crystals in an initial new order. After the initial new order, the Company has agreed to issue non-cancellable, quarterly orders that must equal or exceed a set minimum order quantity. The total purchase

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commitment under the amendment until July 2015, including the initial new order, is dependent upon the grade of the material and ranges between approximately \$7.64 million and approximately \$18.56 million.

9. STOCK-BASED COMPENSATION

The following table summarizes the components of the Company's stock-based compensation included in net income (loss):

	Three Months Ended March 31,	
	2013	2012
Employee stock options	\$ 139,270	\$ 165,274
Restricted stock awards	107,396	124,135
Income tax benefit	(38,937)	(45,006)
Totals	\$ 207,729	\$ 244,403

No stock-based compensation was capitalized as a cost of inventory during the three months ended March 31, 2013 and 2012.

Stock Options - The following is a summary of the stock option activity for the three months ended March 31, 2013:

	Shares	Weighted Average Exercise Price
Outstanding, December 31, 2012	1,147,847	\$ 2.31
Granted	80,000	\$ 3.59
Exercised	(10,625)	\$ 0.85
Forfeited	(71,460)	\$ 2.12
Expired	(4,945)	\$ 5.21
Outstanding, March 31, 2013	1,140,817	\$ 2.41

The weighted average grant date fair value of stock options granted during the three months ended March 31, 2013 was \$2.54. The total fair value of stock options that vested during the three months ended March 31, 2013 was approximately \$211,000. The fair value of each stock option is estimated on the date of grant using the Black-Scholes-Merton option pricing model with the following weighted average assumptions for stock options granted during the three months ended March 31, 2013:

Dividend yield	0.0 %
Expected volatility	92.9 %
Risk-free interest rate	0.88 %
Expected lives (years)	5.0

Although the Company issued dividends in prior years, a dividend yield of zero was used due to the uncertainty of future dividend payments. Volatility is a measure of the amount by which a financial variable such as share price has fluctuated (historical volatility) or is expected to fluctuate (expected volatility) during a period. The Company estimates expected volatility giving primary consideration to the historical volatility of its common stock. The

risk-free interest rate is based on the published yield available on U.S. Treasury issues with an equivalent term remaining equal to the expected life of the stock option. The expected lives of the stock options represent the estimated period of time until exercise or forfeiture and are based on historical experience of similar awards.

The following table summarizes information about stock options outstanding at March 31, 2013:

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Options Outstanding			Options Exercisable			Options Vested or Expected to Vest		
	Weighted Average			Weighted Average			Weighted Average	
Balance	Remaining	Weighted	Balance	Remaining	Weighted	Balance	Remaining	Weighted
as of	Contractual	Average	as of	Contractual	Average	as of	Contractual	Average
3/31/2013	Life	Exercise	3/31/2013	Life	Exercise	3/31/2013	Life	Exercise
	(Years)	Price		(Years)	Price		(Years)	Price
1,140,817	7.34	\$2.41	821,298	6.79	\$2.14	1,097,834	7.27	\$2.37

As of March 31, 2013, the unrecognized stock-based compensation expense related to unvested stock options was approximately \$591,000, which is expected to be recognized over a weighted average period of approximately 23 months.

The aggregate intrinsic value of stock options outstanding, exercisable, and vested or expected to vest at March 31, 2013 was approximately \$1.80 million, \$1.53 million, and \$1.77 million, respectively. This amount is before applicable income taxes and represents the closing market price of the Company's common stock at March 31, 2013 less the grant price, multiplied by the number of stock options that had a grant price that is less than the closing market price. This amount represents the amount that would have been received by the optionees had these stock options been exercised on that date. During the three months ended March 31, 2013, the aggregate intrinsic value of stock options exercised was approximately \$31,000.

Restricted Stock - The following is a summary of the restricted stock activity for the three months ended March 31, 2013:

	Shares	Weighted Average Grant Date Fair Value
Unvested, December 31, 2012	191,843	\$3.38
Granted	-	\$-
Vested	-	\$-
Canceled	-	\$-
Unvested, March 31, 2013	191,843	\$3.38

As of March 31, 2013, the unrecognized stock-based compensation expense related to unvested restricted stock was approximately \$267,000, which is expected to be recognized over a weighted average period of approximately 21 months.

Dividends - The Company has not paid any cash dividends in the current year through March 31, 2013.

10. NET INCOME (LOSS) PER COMMON SHARE

Basic net income (loss) per common share is computed by dividing net income (loss) by the weighted average number of common shares outstanding during the periods. Fully diluted net income (loss) per common share is computed using the weighted average number of common and dilutive common equivalent shares outstanding during the periods. Common equivalent shares consist of stock options that are computed using the treasury stock method. Antidilutive stock awards are comprised of stock options and unvested restricted shares which would have been antidilutive in the application of the treasury stock method in accordance with "Earnings Per Share" topic of the

Financial Accounting Standard Board Accounting Standards Codification.

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The following table reconciles the differences between the basic and fully diluted earnings per share presentations:

	Three Months Ended March 31,	
	2013	2012
Numerator:		
Net income (loss)	\$306,273	\$(375,846)
Denominator:		
Weighted average common shares outstanding:		
Basic	19,659,168	19,470,511
Stock options	395,254	-
Fully diluted	20,054,422	19,470,511
Net income (loss) per common share:		
Basic	\$0.02	\$(0.02)
Fully diluted	\$0.02	\$(0.02)

For the three months ended March 31, 2013 and 2012, stock options to purchase approximately 381,000 and 455,000 shares, respectively, were excluded from the computation of fully diluted net income (loss) per common share because the exercise price of the stock options was greater than the average market price of the common shares or the effect of inclusion of such amounts would be anti-dilutive to net income (loss) per common share.

11. MAJOR CUSTOMERS AND CONCENTRATION OF CREDIT RISK

Financial instruments that potentially subject the Company to concentrations of credit risk consist primarily of cash and cash equivalents, investments, and trade accounts receivable. The Company maintains cash, cash equivalents, and investments with high-quality financial institutions and invests in low-risk securities, primarily money market funds or long-term U.S. government agency obligations. At times, cash balances may exceed the Federal Deposit Insurance Corporation ("FDIC") insurable limits of \$250,000 per depositor at each financial institution. Amounts on deposit in excess of FDIC insurable limits at March 31, 2013 approximated \$10.02 million.

Trade receivables potentially subject the Company to credit risk. The Company's standard wholesale customer payment terms on trade receivables are generally between 30 and 90 days, though it may offer extended terms in limited circumstances and on significant orders from time to time. The Company believes its competitors and other vendors in the wholesale jewelry industry have also expanded their use of extended payment terms and, in aggregate, the Company believes that by expanding its use of extended payment terms, it has provided a competitive response in its market and that its net sales have been favorably impacted. The Company is unable to estimate the impact of this program on its net sales, but if it ceased providing extended payment terms in select instances, the Company believes it would not be competitive for some wholesale customers in the marketplace and that its net sales and profits would likely decrease. The Company extends credit to its customers based upon a number of factors, including an evaluation of the customer's financial condition and credit history, the customer's payment history with the Company, the customer's reputation in the trade, and/or an evaluation of the Company's opportunity to introduce its moissanite jewels or finished jewelry featuring moissanite to new or expanded markets. Collateral is not generally required from customers. The need for an allowance for doubtful accounts is determined based upon factors surrounding the credit risk of specific customers, historical trends, and other information. The Company has not experienced any significant accounts receivable write-offs related to revenue arrangements with extended payment terms.

As of March 31, 2013, one customer accounted for 31% of trade accounts receivable. As of December 31, 2012, one customer accounted for 30% of trade accounts receivable.

A significant portion of sales is derived from certain customer relationships. The following is a summary of customers that represent greater than or equal to 10% of total gross sales:

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	Three Months Ended			
	March 31,		2012	
	2013	%	2012	%
Customer A	30	%	46	%
Customer B	12	%	12	%

Item 2. Management's Discussion and Analysis of Financial Condition and Results of Operations

This Quarterly Report on Form 10-Q contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, or the Securities Act, and Section 21E of the Securities Exchange Act of 1934, as amended, or the Exchange Act. Statements expressing expectations regarding our future and projections relating to products, sales, revenues, and earnings are typical of such statements and are made under the Private Securities Litigation Reform Act of 1995. These forward-looking statements include, but are not limited to, statements about our plans, objectives, representations, and contentions and are not historical facts and typically are identified by use of terms such as "may," "will," "should," "could," "expect," "plan," "anticipate," "believe," "estimate," "predict," "continue," and "intend," although some forward-looking statements are expressed differently.

All forward-looking statements are subject to the risks and uncertainties inherent in predicting the future. You should be aware that although the forward-looking statements included herein represent management's current judgment and expectations, our actual results may differ materially from those projected, stated, or implied in these forward-looking statements as a result of many factors including, but not limited to, the following:

- Our future financial performance depends upon increased consumer acceptance, growth of sales of our products, and operational execution of our strategic initiatives.
- We are currently substantially dependent on a limited number of distributors, jewelry manufacturers, and retailers for the sale of our products.
- Our business and our results of operations could be materially adversely affected as a result of our inability to fulfill orders on a timely basis.
 - The financial difficulties or insolvency of one or more of our major customers could adversely affect results.
- We expect to remain dependent upon Cree, Inc., or Cree, for the sole supply of our silicon carbide, or SiC, crystals for the foreseeable future.
- Our current wholesale customers may potentially perceive us as a competitor in the finished jewelry business.
 - We face intense competition in the worldwide jewelry industry.
- Our business and our results of operations could be materially adversely affected as a result of general economic and market conditions, including the current economic environment.
 - We are subject to certain risks due to our international distribution channels and vendors.
- Sales of moissanite jewelry could be dependent upon the pricing of precious metals, which is beyond our control.
 - Seasonality of our business may adversely affect our net sales and operating income.
- We may not be able to adequately protect our intellectual property, which could harm the value of our products and brands and adversely affect our business.
- A failure of our information technology infrastructure or a failure to protect confidential information of our customers and our network against security breaches could adversely impact our business and operations.
 - Governmental regulation and oversight might adversely impact our operations.
- Some anti-takeover provisions of our charter documents and agreements may delay or prevent a takeover of our company.
- If we fail to evaluate, implement, and integrate strategic acquisition or disposition opportunities successfully, our business may suffer.

Forward-looking statements speak only as of the date they are made. We undertake no obligation to update or revise such statements to reflect new circumstances or unanticipated events as they occur except as required by the federal securities laws, and you are urged to review and consider disclosures that we make in the reports that we file with the Securities and Exchange Commission, or SEC, that discuss other factors relevant to our business.

The following discussion is designed to provide a better understanding of our unaudited consolidated financial statements, including a brief discussion of our business and products, key factors that impacted our performance,

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and a summary of our operating results. This information should be read in conjunction with the unaudited condensed consolidated financial statements and notes thereto included in Part I, Item 1 of this Quarterly Report on Form 10-Q and the consolidated financial statements and notes thereto and Management's Discussion and Analysis of Financial Condition and Results of Operations contained in our Annual Report on Form 10-K for the year ended December 31, 2012. Historical results and percentage relationships among any amounts in the consolidated financial statements are not necessarily indicative of trends in operating results for future periods.

Overview

We manufacture, market, and distribute Charles & Colvard Created Moissanite® jewels (which we refer to as moissanite or moissanite jewels) and finished jewelry featuring moissanite for sale in the worldwide jewelry market. Moissanite, also known by its chemical name of silicon carbide, or SiC, is a rare mineral first discovered in a meteor crater. Because naturally occurring SiC crystals are too small for commercial use, larger crystals must be grown in a laboratory. Leveraging our advantage of being the sole source worldwide of created moissanite jewels, our strategy is to establish Charles & Colvard with reputable, high-quality, and sophisticated brands and to position moissanite as an affordable, luxurious alternative to other gemstones, such as diamond. We believe this is possible due to moissanite's exceptional brilliance, fire, luster, durability, and rarity like no other jewel available on the market.

We manage our business primarily by our two distribution channels that we use to sell our product lines, loose jewels and finished jewelry. Accordingly, we determined our two operating and reporting segments to be wholesale distribution transacted through our parent entity and direct-to-consumer distribution transacted through our wholly owned operating subsidiaries, Moissanite.com, LLC and Charles & Colvard Direct, LLC. We sell our loose moissanite jewels at wholesale to some of the largest distributors and manufacturers in the world, which mount them into fine jewelry to be sold at retail outlets and via the Internet. We also sell loose moissanite jewels and finished jewelry featuring moissanite at wholesale to retailers to be sold to end consumers and, in the third quarter of 2011, we established a direct-to-consumer e-commerce sales channel through our wholly owned operating subsidiary Moissanite.com, LLC that sells both loose moissanite jewels and finished jewelry featuring moissanite. Additionally, in April 2012 we launched a pilot test of a direct-to-consumer home party sales channel through our wholly owned operating subsidiary Charles & Colvard Direct, LLC, or Charles & Colvard Direct, that sells fashion and moissanite finished jewelry. We believe the expansion of our sales channels to the jewelry trade and the end consumer with branded finished moissanite jewelry creates a more compelling consumer value proposition to drive increased demand.

We are continuing to focus on our core business of manufacturing and distributing the loose moissanite jewel and finished jewelry featuring moissanite through wholesale sales channels, because this is currently the primary way we reach consumers. We believe there is substantial opportunity to grow our wholesale business and to capture a larger share of the jewelry market as we execute our strategy to increase consumer awareness of moissanite.

The wholesale finished jewelry business that we launched in 2010 is currently expanding through select retailers and television shopping networks, and we believe there is significant opportunity to further expand these sales channels. We believe our finished jewelry business, including finished jewelry sold through our direct-to-consumer e-commerce and home party sales channels, allows us to have more control over the end product and enhance our relationships with consumers, as well as provide incremental sales and gross profit dollars due to the higher price points of finished jewelry containing moissanite relative to loose jewels. To that end, we are focusing on the following critical aspects of our strategic plan during 2013:

- Developing brand strategies - Our goal is to build multiple strong brands around the moissanite jewel and finished jewelry collections in attractive and desirable jewelry designs, especially those featuring larger center stones that leverage moissanite's point of differentiation and value proposition. We believe branding will allow us to increase

consumer awareness, which we expect to help drive sales and develop consumer brand recognition and loyalty.

In June 2012, we launched a moissanite jewel with optical properties that are significantly whiter than our standard VG grade jewels. We are marketing these whiter jewels under the Forever Brilliant® trademark as a premier brand to differentiate from other grades of our moissanite as well as moissanite sold by potential competitors in the future.

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We expect demand for our Forever Brilliant® loose jewel and finished jewelry featuring the Forever Brilliant® jewel to grow, both in our wholesale channel and on our Moissanite.com e-commerce website, and that Forever Brilliant® will become an increasingly important brand for Charles & Colvard as we execute future branding initiatives. We are also exploring additional product lines and branding strategies involving technologies for treating moissanite to produce such colors as pink, blue, and yellow, among others.

In October 2012, Charles & Colvard Direct entered into an exclusive services and licensing agreement with JudeFrances, a well-known designer jewelry brand. Under the agreement, JudeFrances custom designs and sources finished fashion and moissanite jewelry and provides branding direction for Lulu Avenue™, the home party direct sales brand of Charles & Colvard Direct. We believe this agreement serves as the point of differentiation that positions Lulu Avenue™ ahead of other jewelry home party direct sales companies and will excite both consumers and women searching for unique business ownership opportunities. We continue to seek additional opportunities to partner with recognized finished jewelry designers for our wholesale and other retail sales channels to create exclusive, branded pieces.

We believe our efforts to position Forever Brilliant® as the whitest and brightest moissanite jewel available anywhere in the world and the introduction of designer finished jewelry brands will help us to build brand recognition and increase consumer awareness of our products. We also expect that this strategy of building brand recognition will help to support revenue streams as our intellectual property rights expire in the future.

- Expanding our direct-to-consumer e-commerce business - Our direct-to-consumer e-commerce website, Moissanite.com, features an intuitive site design with robust functionality to enhance the customer experience and convert more traffic into sales. We continue to expand the website's jewelry collections and its loose moissanite jewel assortment by featuring a variety of colors and shapes, and we are investing resources in targeted advertising and marketing campaigns. In 2013, we plan to continue fine-tuning such marketing efforts to maximize return on investment, increasing product assortment, and building new site functionality designed to increase sales conversion rates. We believe our direct-to-consumer e-commerce sales channel will not only add to our top-line revenues in a significant manner, but will also play a key role in our campaign to increase overall consumer awareness of moissanite. We also envision e-commerce as a part of a broader effort to establish online connections with consumers that build our brands and our business with retail partners.
- Developing our direct-to-consumer home party business - In October 2012, our direct-to-consumer home party business, Lulu Avenue™, began the integration of JudeFrances designs into the current jewelry line and also engaged a number of independent sales representatives that had been selling the JudeFrances jewelry line with a previous company. The first phase of the integration was completed in March 2013. In addition, in April 2013, we hired a President of Lulu Avenue™ whose focus will be on the scale-up of the sales force, and in March 2013, we hired a Director of Finance and Administration, who will also lead the back office technology and supply chain efforts of Lulu Avenue™. With these new key personnel and the marketing personnel added in the fourth quarter of 2012, we are positioned to complete the final phase of the integration process targeted for August 2013. We believe our direct-to-consumer home party sales channel will provide future sales growth and play a key role in our campaign to increase overall consumer awareness of moissanite.

As we execute our strategy to build and reinvest in the business, expenses and investment of cash will be required ahead of the revenue streams we expect in the future, and this may result in some unprofitable quarters as we experienced in the first quarter of 2012. However, one of our primary goals is to maintain positive cash flow each quarter to protect our cash position, and we were successful in generating \$869,000 in cash flow from operations during the three months ended March 31, 2013. We will continue to diligently focus on cost containment and monitor our cash burn rate as we grow the business.

Our total consolidated net sales for the three months ended March 31, 2013 of \$6.51 million were 56% greater than total consolidated net sales during the same period of 2012. Wholesale distribution segment net sales for the three months ended March 31, 2013 of \$6.02 million were 50% greater than wholesale distribution segment net sales during the same period of 2012. Direct-to-consumer distribution segment net sales for the three months ended March 31, 2013 of \$483,000 were 179% greater than direct-to-consumer distribution segment net sales during the same period of 2012.

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Loose jewel sales comprised 67% of our total consolidated net sales and increased 77% to \$4.35 million, compared with \$2.45 million in the same period of 2012. Finished jewelry sales comprised 33% of our total consolidated net sales and increased 25% to \$2.16 million, compared with \$1.73 million in the same period of 2012. We expect these increases in sales by product mix to continue as we execute our strategy of developing new wholesale and direct-to-consumer sales channels and expanding our finished jewelry business.

Operating expenses increased by \$234,000, or 8%, to \$3.10 million for the three months ended March 31, 2013, compared with \$2.87 million in the same period of 2012. Of this increase, sales and marketing expenses increased \$744,000, or 50%, to \$2.25 million, primarily as a result of personnel additions and advertising and marketing initiatives incurred to position our company for future growth, especially with respect to the two wholly owned operating subsidiaries formed in 2011 for our e-commerce and home party direct sales businesses; and a reallocation beginning in 2013 of certain information technology shared resources based on headcount. As we grow our business, we intend to continue to closely manage our operating expenses by seeking the most cost effective and efficient solutions to our operating requirements. We recorded net income of \$306,000, or \$0.02 per diluted share, for the three months ended March 31, 2013, primarily due to higher sales and a slightly higher gross profit margin, offset in part by the increase in operating expenses and income tax expense recognized during the quarter. Our higher gross profit resulted from a greater sales mix of loose jewels that typically yields a higher gross margin than finished jewelry due to the lower markup on precious metals and labor used in the manufacture of jewelry.

The execution of our strategy to grow our company, with the ultimate goal of increasing consumer awareness and clearly communicating the value proposition of moissanite, is challenging and not without risk. As such, there can be no assurance that future results for each reporting period will exceed past results in sales, operating cash flow, and/or net income due to the challenging business environment in which we operate, our changing business model, and our investment in various initiatives to support our growth strategies. However, as we execute our growth strategy and messaging initiatives, we remain committed to our current priorities of generating positive cash flow and strengthening our financial position through cost-management efforts while both monetizing our existing inventory and manufacturing our new whiter Forever Brilliant® loose jewel and finished jewelry to meet sales demand. We believe the results of these efforts will propel our revenue growth and profitability and further enhance shareholder value in coming years, but we fully recognize the business and economic challenges in which we operate.

Critical Accounting Policies and Estimates

Our discussion and analysis of our financial condition and results of operations are based upon our consolidated financial statements, which we prepared in accordance with accounting principles generally accepted in the United States. The preparation of these consolidated financial statements requires us to make estimates and judgments that affect the reported amounts of assets, liabilities, revenues, and expenses and related disclosures of contingent assets and liabilities. "Critical accounting policies and estimates" are defined as those most important to the financial statement presentation and that require the most difficult, subjective, or complex judgments. We base our estimates on historical experience and on various other factors that we believe to be reasonable under the circumstances, the results of which form the basis for making judgments about the carrying value of assets and liabilities that are not readily apparent from other sources. Under different assumptions and/or conditions, actual results of operations may materially differ. We have disclosed our critical accounting policies and estimates in our Annual Report on Form 10-K for the year ended December 31, 2012, and that disclosure should be read in conjunction with this Quarterly Report on Form 10-Q.

Results of Operations

The following table sets forth certain consolidated statements of operations data for the three months ended March 31, 2013 and 2012:

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	Three Months Ended March 31,	
	2013	2012
Net sales	\$6,505,074	\$4,178,385
Costs and expenses:		
Cost of goods sold	2,881,978	2,027,686
Sales and marketing	2,246,209	1,501,921
General and administrative	849,377	1,357,172
Research and development	5,983	8,408
Total costs and expenses	5,983,547	4,895,187
Income (loss) from operations	521,527	(716,802)
Other income (expense):		
Interest income	7,502	23,865
Interest expense	(740)	(477)
Total other income, net	6,762	23,388
Income (loss) before income taxes	528,289	(693,414)
Income tax net (expense) benefit	(222,016)	317,568
Net income (loss)	\$306,273	\$(375,846)

Consolidated Net Sales

Consolidated net sales for the three months ended March 31, 2013 and 2012 comprise the following:

	Three Months Ended March 31,		Change	
	2013	2012	Dollars	Percent
Loose jewels	\$ 4,348,296	\$ 2,453,195	\$ 1,895,101	77 %
Finished jewelry	2,156,778	1,725,190	431,588	25 %
Total consolidated net sales	\$ 6,505,074	\$ 4,178,385	\$ 2,326,689	56 %

Consolidated net sales were \$6.51 million for the three months ended March 31, 2013 compared to \$4.18 million for the three months ended March 31, 2012, an increase of \$2.33 million, or 56%. The improvement in consolidated net sales was due primarily to an increase in loose jewel sales to our existing wholesale customer base resulting from our new whiter Forever Brilliant® moissanite jewel and the growth of our wholesale customers' moissanite finished jewelry lines with styles that include both Forever Brilliant® and our loose jewel standard grades. The improvement in consolidated net sales was also attributable to an increase in finished jewelry sales to a major home shopping network wholesale customer; and the growth in sales of our direct-to-consumer businesses, Moissanite.com and Lulu Avenue™, which collectively increased 179% to \$483,000. We anticipate orders and related sales of loose moissanite jewels and finished jewelry featuring moissanite in both our wholesale distribution segment and direct-to-consumer distribution segment will continue to improve as we execute our growth strategies.

Sales of loose jewels represented 67% and 59% of total consolidated net sales for the three months ended March 31, 2013 and 2012, respectively. For the three months ended March 31, 2013, loose jewel sales were \$4.35 million compared to \$2.45 million for the corresponding period of the prior year, an increase of \$1.90 million, or 77%. This increase was primarily attributable to robust sales we are experiencing from our existing wholesale customer base, especially of our new whiter Forever Brilliant® moissanite jewel, as they grow their moissanite businesses. We also shipped a number of Forever Brilliant® orders from previous quarters that contributed to sales in the first quarter of 2013.

Sales of finished jewelry represented 33% and 41% of total consolidated net sales for the three months ended March 31, 2013 and 2012, respectively. For the three months ended March 31, 2013, finished jewelry sales were \$2.16 million compared to \$1.73 million for the corresponding period of the prior year, an increase of \$432,000, or 25%. This increase was primarily attributable to our ongoing expansion into the finished jewelry business through the creation of new sales channels, including televised home shopping networks in our wholesale distribution segment and the growth of our e-commerce and home party businesses in our direct-to-consumer distribution segment.

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United States, or U.S., net sales accounted for approximately 79% and 81% of total consolidated net sales during the three months ended March 31, 2013 and 2012, respectively. U.S. net sales increased 51% during the three months ended March 31, 2013 from the corresponding period of the prior year primarily as a result of an increase in loose jewel sales to our wholesale customer base resulting from the launch of our new whiter Forever Brilliant® moissanite jewel and the growth of our wholesale customers' moissanite finished jewelry lines. The increase in U.S. sales was also attributable to an increase in finished jewelry sales to a major home shopping network wholesale customer and the growth of our direct-to-consumer businesses, Moissanite.com and Lulu Avenue™.

Our two largest U.S. customers during the three months ended March 31, 2013 accounted for 30% and 12%, respectively, of our total consolidated sales compared to 46% and 12%, respectively, during the same period of 2012. No additional U.S. customers accounted for more than 10% of total consolidated sales during the three months ended March 31, 2013 or 2012. We expect that we will remain dependent on our ability, and that of our largest customers, to maintain and enhance retail programs. A change in or loss of any of these customer or retailer relationships could have a material adverse effect on our results of operations.

International net sales accounted for approximately 21% and 19% of total consolidated net sales during the three months ended March 31, 2013 and 2012, respectively. International sales increased 77% during the three months ended March 31, 2013 from the corresponding period of the prior year primarily as a result of an increase in loose jewel sales to our wholesale customer base, especially of our new whiter Forever Brilliant® moissanite jewel as distribution expands internationally, resulting from the growth of our wholesale customers' moissanite businesses. No international customers accounted for more than 10% of total consolidated sales during the three months ended March 31, 2013 or 2012. A portion of our international consolidated sales represents jewels sold internationally that may be re-imported to U.S. retailers. Our top three international distributors by sales volume during the three months ended March 31, 2013 were located in India and Hong Kong.

Costs and Expenses

Cost of Goods Sold

Cost of goods sold for the three months ended March 31, 2013 and 2012 are as follows:

	Three Months Ended		Change		
	2013	March 31, 2012	Dollars	Percent	
Product line cost of goods sold					
Loose jewels	\$1,722,686	\$811,613	\$911,073	112	%
Finished jewelry	783,621	761,173	22,448	3	%
Total product line cost of goods sold	2,506,307	1,572,786	933,521	59	%
Non-product line cost of goods sold	375,671	454,900	(79,229)	-17	%
Total cost of goods sold	\$2,881,978	\$2,027,686	\$854,292	42	%

Total cost of goods sold was \$2.88 million for the three months ended March 31, 2013 compared to \$2.03 million for the three months ended March 31, 2012, an increase of \$854,000, or 42%. Product line cost of goods sold is defined as product cost of goods sold in each of our wholesale distribution and direct-to-consumer distribution operating segments excluding non-capitalized expenses from our manufacturing and production control departments, comprising personnel costs, depreciation, rent, utilities, and corporate overhead allocations; freight out; inventory valuation allowance adjustments; and other inventory adjustments, comprising costs of quality issues, damaged goods, and inventory write-offs.

The increase in cost of goods sold was primarily due to a \$911,000 increase in loose jewel product line cost of goods sold resulting from the 77% increase in loose jewel sales, a \$22,000 increase in finished jewelry product line cost of goods sold resulting from the 25% increase in finished jewelry sales offset in part by improved product margins, and a net decrease in non-product line cost of goods sold of \$79,000. The net decrease in non-product line cost of goods sold comprises a \$119,000 decrease in other inventory adjustments and a \$5,900 decrease in non-capitalized manufacturing and production control expenses, offset in part by a \$27,000 increase in inventory valuation allowances, including inventory shrinkage, recuts, repairs, and scrap reserves; and a \$19,000 increase in freight out. See Note 3, "Segment Information and Geographic Data," in the Notes to Condensed Consolidated Financial Statements for further discussion of non-product line cost of goods sold.

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Information technology-related costs were historically included in general and administrative expenses. Beginning in 2013, our management determined that certain information technology shared resources should be allocated based on headcount to more accurately assign operating costs between our wholesale and direct-to-consumer operating segments. The net result of this allocation for the three months ended March 31, 2013 compared to the same period in the prior year was a \$208,000 aggregate decrease in general administrative expenses, a \$130,000 aggregate increase in sales and marketing expenses, and a \$78,000 aggregate increase in cost of goods sold. The allocation to cost of goods sold, which is included as non-product line cost of goods sold, comprised \$42,000 of compensation costs, \$21,000 of depreciation and amortization expense, \$8,000 of professional services, \$6,000 of office-related expenses, and \$1,000 of travel-related expenses.

Sales and Marketing

Sales and marketing expenses for the three months ended March 31, 2013 and 2012 are as follows:

Three Months Ended March 31,	Change
2013	2012
Dollars	