

elumeo off to a good start to the second quarter of 2016

Berlin, 21 June 2016 – elumeo SE, a leading European online retailer of high-quality gemstone jewelry, draws an initial positive balance from various sales measures taken in the second quarter.

“We launched a few new sales platforms at the beginning of the second quarter of 2016 that have had a positive impact on our sales as we had expected,” commented Wolfgang Boyé, Chairman of the Executive Board of elumeo SE.

The measures include the program formats “Free Ringsize” and “Creation of the Day,” but also special programs for marketing the KAT FLORENCE collection.

With “Free Ringsize,” customers of the elumeo subsidiary Juwelo TV Deutschland GmbH can read exactly in a graphic illustration that is shown on the screen what ring sizes each piece of jewelry is currently available in. This possibility can also be taken advantage of via the app or via Livestream on the Internet.

In the daily program “Creation of the Day,” Juwelo TV Deutschland GmbH offers an exclusive collection, which is usually presented by the Managing Director Annette Freising, and customers have a say in the individual details.

The increase in sales of the KAT FLORENCE collection is yet another key development. The handpicked creations from this collection are presented on TV on a regular basis and sold via TV, an app and online bidding agents.

Bernd Fischer, CFO and Speaker of the Executive Board of elumeo SE, commented as follows: “In view of how sales have developed, we are confident that consolidated sales for the second quarter of 2016 will not be significantly lower than in the prior-year period. Due to the quite gratifying higher share of higher-priced products, we probably won’t be able to maintain the gross margin at the same level as in the second quarter of 2015 in the second quarter of 2016 at the Group level. Gross profit will continue to develop positively overall, however.”

In April and May 2016, Group sales increased by 1.9% to EUR 12.3 million after EUR 12.0 million in to the same period of last year. Most of the growth in sales was realised by using online bidding agents, smartphone apps and the web shop. eCommerce sales are continuing to grow disproportionately compared to the same period of last year.

elumeo SE will announce its complete consolidated financial figures for the second quarter of 2016 on Thursday, 18 August 2016.

About elumeo SE:

The elumeo Group, which has its headquarters in Berlin, is a leading European online retailer of high-quality gemstone jewelry, which the Group mostly produces itself in Thailand. The publicly traded company elumeo offers its customers in Europe colored gemstone jewelry at comparatively low prices via a number of electronic distribution channels (including television, the Internet, smart TV and a smartphone app). Its distribution model relies exclusively on direct sales made via the elumeo Group's home-shopping TV channels in Germany, the UK and Italy, and via online stores in Germany, the UK, Italy, France, the Netherlands, Spain, Belgium and the USA. Lower cost items are marketed to customers worldwide via the Hong Kong-based "New York Gemstones" online stores. Furthermore, the company will also be offering a full line of jewelry on schmuck.de.

The elumeo Group's product range includes jewelry made from a variety of different gemstones, with some of the pieces designed partly by the customers themselves. The Group is also represented in the market for high-end gemstone jewelry with its premium brand AMAYANI and the distribution of the KAT FLORENCE jewelry line.

The elumeo Group was founded in Berlin, Germany, and Chanthaburi, Thailand, as a joint venture in 2008 and has grown very successfully ever since. In 2014, the companies that comprised the Group underwent a formal merger to bundle the operating business under the holding company elumeo SE. The elumeo Group employs approximately 1,100 people at five different locations worldwide.

Contact:

elumeo SE

Investor Relations

Alexander Enge

Erkelenzdammm 59/61, 10999 Berlin

Phone: +49 30 69 59 79-231

Fax: +49 30 69 59 79-650

e-mail: ir@elumeo.com

<http://www.elumeo.com>