



## Press Release

### elumeo SE: First trading day on the Frankfurt Stock Exchange

- Starting today, gemstone jewelry retailer elumeo is listed in the Prime Standard of the Frankfurt Stock Exchange
- Total gross proceeds from the IPO of € 37.5 million at an issue price of € 25.00 per share
- Trading started with an initial price of € 25.00

**Berlin, 3 July 2015** – elumeo SE (“elumeo” or the “Company”), a leading electronic retailer of gemstone jewelry in Europe, has successfully completed its IPO. Starting today, the shares of elumeo SE (ISIN: DE000A11Q059, WKN: A11Q05) are trading in the Prime Standard of the regulated market of the Frankfurt Stock Exchange. The first price was € 25.00 and this matches exactly to the amount of the issue price.

Wolfgang Boyé, co-founder and Chairman of elumeo SE’s Executive Board, rang the bell for the opening price and celebrated the stock market debut on the trading floor in Frankfurt together with his team and invited guests.

“We all are very happy with the successful initial listing of elumeo’s shares. The capital increase provides elumeo with the financial flexibility to pursue our aggressive growth path. For us, this successful completion of the IPO proves the attractiveness of our business model for investors”, says Wolfgang Boyé and adds: “The investors appreciate our profitable and sustainable business in our current core markets and believe in our strategy for the future expansion.”

elumeo intends to use the net proceeds from the IPO to broaden its product offering, to enhance its price leadership as well as to invest in digital and international expansion. The foundation for these steps will be the intended move into a new and larger factory in Chanthaburi, Thailand, by October 2015. Don Kogen, co-founder and Vice-Chairman of the Executive Board of elumeo, explains: “We want to raise our production level in Thailand from 3,600 pieces of jewelry per day up to 6,500 and we will therefore hire new employees. This will provide us with the capital required for the entry of several new European markets.” elumeo plans to rollout the “live commerce” offer through ten additional local language websites by 2017. Until 2019, the Company intends to open presences with local TV channels, warehouses and administration in two more territories. “In this regard, we are currently focusing on France, Turkey or Spain”, says Wolfgang Boyé.

Bernd Fischer, CFO of elumeo SE, adds: “elumeo is a great success story, ever since the Company was founded as a Joint Venture in 2008.” Since 2009, elumeo generated an average annual revenue growth of around 30%. In 2014, Group revenue amounted to around € 71 million (2013: around € 53 million) and the adjusted EBITDA came in at approx. € 4.1 million (2013: approx. € 1.9 million). The well-established German home market accounted for approx. 60% of 2014 total revenue and generated an adjusted EBITDA margin of 15 %.

In the first quarter 2015, consolidated revenue increased by around 27% and amounted to € 19.5 million (Q1 2014: € 15.4 million). elumeo’s consolidated adjusted EBITDA more than



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doubled to approx. € 0.7 million (Q1 2014: approx. € 0.3 million). The first quarter 2015 also showed a significant increase in e-commerce revenue, which rose by around 53%. In Germany, almost half of the new customers (Q1 2015: 41%) ordered via the various web channels (Q1 2014: 21%), a further proof of elumeo's successful multi channel approach.

Wolfgang Boyé concludes: "With its IPO, elumeo has reached the next stage of development. This makes us confident that we will have a successful future."

### About elumeo SE:

The elumeo Group, which has its headquarters in Berlin, is a leading European online retailer of gemstone jewelry, which is produced by the elumeo Group in Thailand. Via a number of electronic distribution channels (including television, the Internet, smart TV and smartphone app), the group offers its customers in Europe colored gemstone jewelry at comparatively low prices. The distribution model used 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, France, the Netherlands, Spain and Belgium. Low-value items are marketed to customers worldwide via the Hong Kong-based "New York Gemstones" outlet channel.

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 exclusive gemstone jewelry by the premium brand AMAYANI.

The elumeo Group was founded as a joint venture in 2008 in Berlin and Chanthaburi, Thailand, and has subsequently expanded to other European markets. In 2014, the companies involved bundled the operating business under the holding company elumeo SE. The elumeo Group employs approximately 1,100 people in five different locations worldwide and in 2014 achieved a consolidated revenue of around € 71 million. As well as elumeo SE, which is based in Berlin, Germany, the Group's subsidiaries include Juwelo TV Deutschland GmbH (also in Berlin); Juwelo Italia, s.r.l. in Rome, Italy; Rocks and Co Production Limited in Leamington Spa/Warwick, United Kingdom; Porn Wong Kitt Company Limited with sites in Chanthaburi and Bangkok, Thailand; and Silverline Distribution Limited, Hong Kong, China.

For further information, see our websites <http://www.elumeo.com>, <http://www.juwelo.de>, <http://www.amayani.de>, <http://www.rocksandco.com>, <http://www.juwelo.it>, <http://www.juwelo.fr>, <http://www.juwelo.nl>, <http://www.juwelo.es>, <http://www.juwelo.be> and <http://newyorkgemstones.com>.

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