

elumeo SE achieves profitable growth - publication of the 2015 half-year report

- Sales increased significantly in the first half of 2015 thanks to strong customer feedback and high winter sales
- Significant rise in EBITDA in the first half of 2015 compared to last year
- The online business benefited from the market trend and the consistent corporate strategy

Berlin, 28 August 2015 – elumeo SE, a leading electronic retailer of gemstone jewelry in Europe, published its financial report for the first half of 2015 today. Strong winter sales and the positive response from its customers to the new product collections contributed decisively to the positive development of the company that has been listed in the Prime Standard of the Frankfurt Stock Exchange since 3 July 2015. elumeo SE's growing online business also benefited from the current market trend, in particular, and managed to acquire significant new customers in this distribution channel in the first half of 2015.

Compared to the same period of last year, revenues increased significantly in the first half of 2015 by 21.7% to EUR 39.5 million (previous year: EUR 32.5 million). Besides sales, the company was also able to improve its profitability in the first half of 2015. EBITDA (earnings before interest, taxes, depreciation and amortisation) adjusted for special effects and IPO and restructuring costs rose disproportionately to sales by 30.6% to EUR 1.9 million compared to EUR 1.5 million in the same period last year. The EBITDA margin of 4.8% of revenues in the first half 2015 was thus around 0.3% points higher than last year. While only around 22% of new customers were acquired via the online business and about 65% via TV sales channels in the first half of 2014, around 45% of the new customers have already been acquired through the online business in the first half of 2015. This means TV distribution channels have been overtaken by online business by approximately 2% points for the first time with respect to acquiring new customers.

Bernd Fischer, CFO and Spokesman of the Executive Board of elumeo SE, commented as follows: "The first half of the year marks a strong start to a successful financial year 2015. We managed to expand our business activities and grow profitably. This positive development is also reflected in our consolidated income, which amounted to EUR 1.5 million, a 7.6% increase over the same period last year. The increase in new customers through the online business is particularly pleasing and shows us that we have taken the right route with our growth strategy."

For the second half of 2015, the Executive Board of elumeo SE expects sales growth to remain at the same level as in the first half of the year. The company also expects slightly higher gross margins compared to the reporting period 2014. The reason for this is firstly the conversion of gemstone purchases from commission to direct purchase. In addition,



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elumeo SE will be using the proceeds from its successful IPO to expand its product line as planned. Furthermore, the net proceeds of around EUR 32.1 million are to be invested in strengthening its price leadership and digital and international expansion.

The complete report on the first half of 2015 is available for downloading starting today on the company's website <http://www.elumeo.com> in the Investor Relations/Financial Reports section.

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>, <http://www.juwelo.com> and <http://newyorkgemstones.com>.

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