

elumeo

Q3 2025 Capital Markets Day



7. November 2025

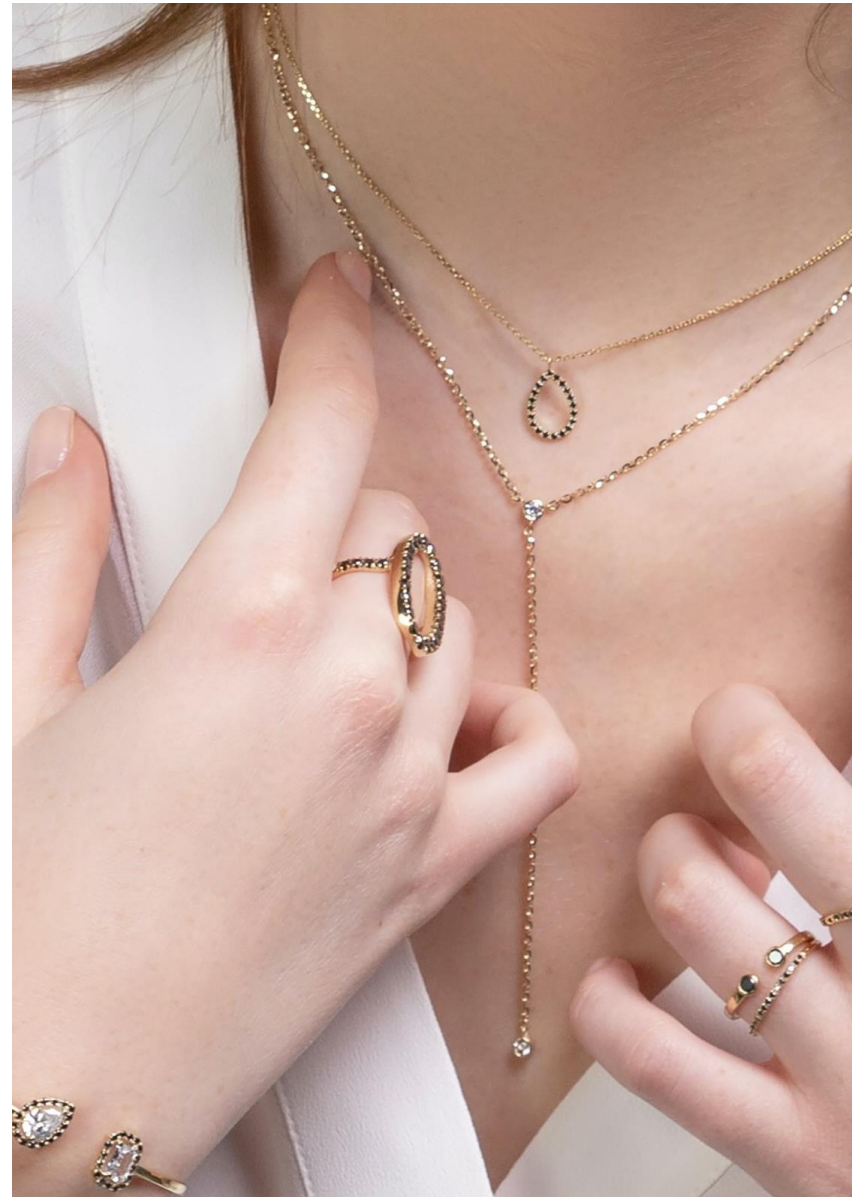
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One Mission:
Bringing emotion back
into e-commerce

elumeo

Bringing emotion back into e-commerce by
building next-level video-shopping experiences



Core belief

Emotion is the driving force behind
successful e-commerce



Core driver

Video-shopping is the key to
generating the next level of emotional
experiences in e-Commerce



Core approach

elumeo builds **technology platforms**
to leverage efficiency and
technology synergies across brands

One Mission: Bringing emotion back into e-commerce

elumeo

Bringing emotion back into e-commerce
by building next-level video-shopping experiences

 JUWELO

TV



 JUWELO

Web



Video-shopping is more relevant than ever



Best-Ager continue to enjoy TV

95% of Best-Ager continue to watch traditional linear TV on a regular basis several times per week; 85% watch TV at least once per day.



Mobile “PocketTV” Experience

Mobile Commerce makes 60% of e-commerce and selling via video becomes continuously more important. Via smartphone and tablet, the next “pocketTV” shopping show is just seconds away.



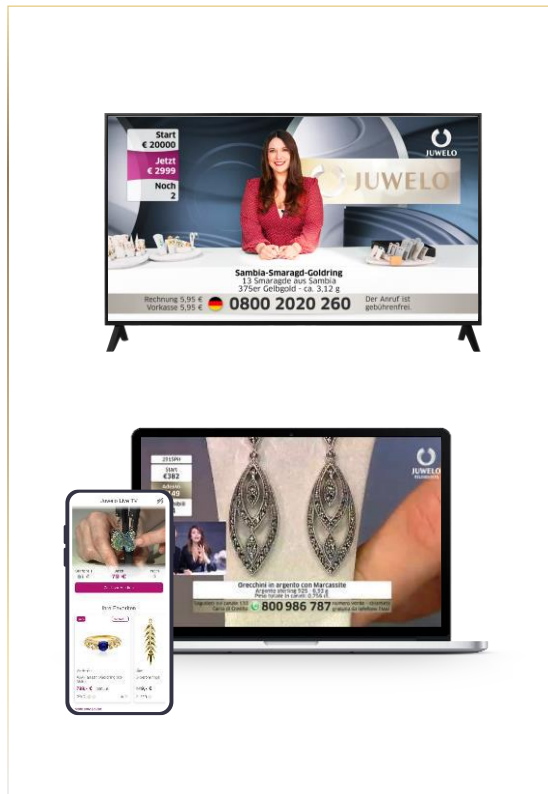
Videos in webshops on the rise

Non-linear video content is changing the static e-commerce world as we have seen it in the last 20 years and brings emotion and inspiration into online shopping.

Video-shopping is our core strength



We operate local TV programs in Germany, Italy, Spain and Poland and distribute our gemstone jewelry shows in all European countries



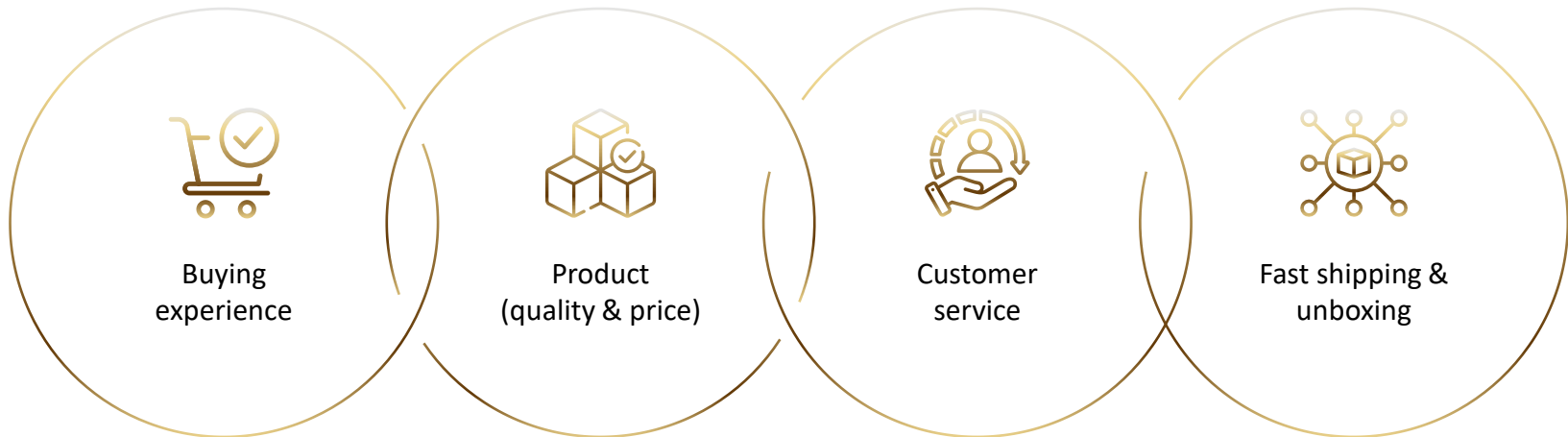
We combine TV shopping, documentaries and entertainment to create inspiring video-shopping shows on gemstone jewelry

Our TV program



Customers rate their shopping experience with 4,8 out of 5 stars...

Authentic customer reviews from real buyers

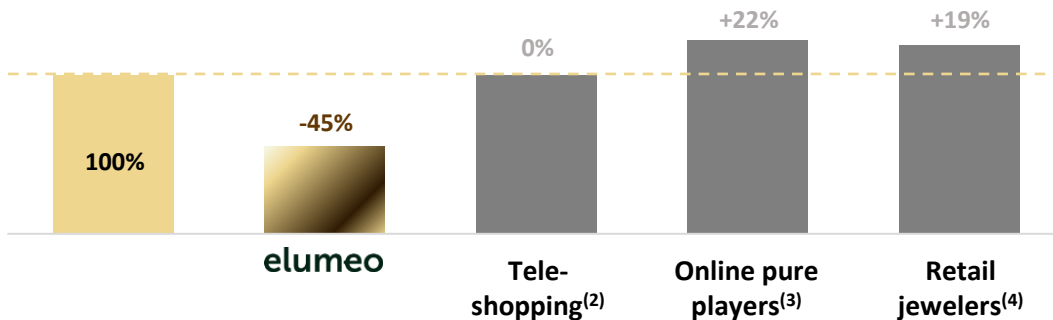


elumeo makes fine jewelry an affordable luxury for everyone

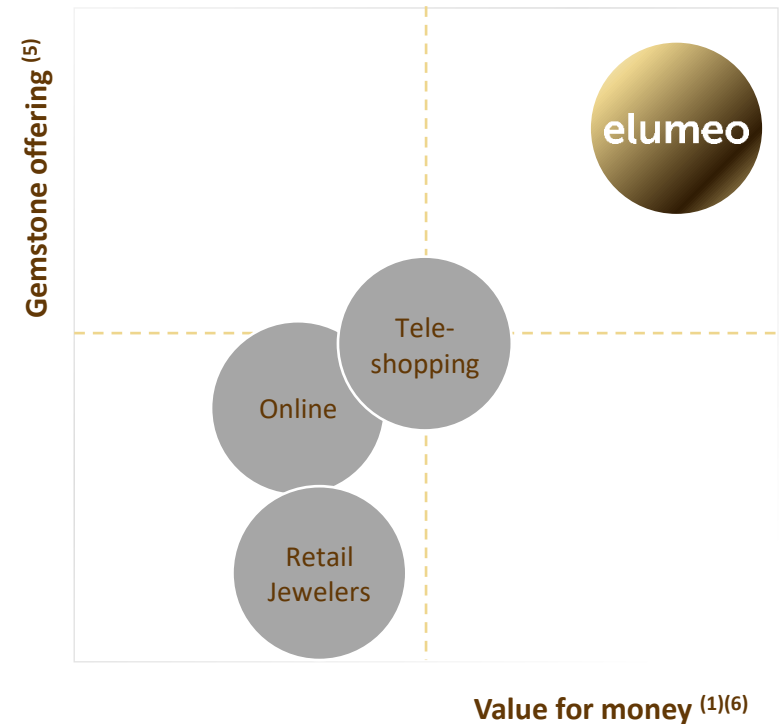
Sample product portfolio

| | | | | |
|---|---|---|--|--|
|  AAA Tanzanite |  Amethyst (Uruguay) |  Black Diamond |  Blue Topaz |  Black Star Sapphire |
|  Capelinha Sphene |  Diamond |  Gold South Sea Pearl |  Jade |  Laos Sapphire |
|  MoP |  Mozambique Garnet |  Nigerian Morganite |  Salamanca Fire Opal |  Zultanite |
|  Tanzanian Ruby |  Tibetan Kyanite |  Zambia Emerald |  Zircon |  Zultanite |

Most competitive product price range ⁽¹⁾



Positioning towards affordable luxury



⁽¹⁾ Based on elumeo's market observations between Nov-14 and May-15. Based on the average variance of each item of a selection of 12 comparable jewelry items to the average price of this selection; ⁽²⁾ HSE24, QVC and GEMS TV; ⁽³⁾ Amazon.de, Rakuten.de and Valmano.de; ⁽⁴⁾ Include Berlin branches of Christ, Wempe, Juwelier Fidan, Goldschmiede Hahs, Juwelier und Goldschmied Lutz Bugday, Beckmann & Schönherr, Schmuckmanufaktur, Juwelier am Tauentzien; ⁽⁵⁾ Number of gemstone variations; ⁽⁶⁾ Pricing position relative to competitors, based on elumeo's market observation as explained in footnote ⁽¹⁾, ⁽²⁾, ⁽³⁾ and ⁽⁴⁾

We offer our customers best prices and a huge jewelry product variety

Huge variety

Elumeo offers over 1000 different gemstone varieties, substantially more than traditional jewellers



Fast reaction times

Short time-to-market creation formats in which personalized jewelry is created after purchase within 2-3 weeks



VALUE CHAIN



Multi Manufacturing

More than 40 suppliers worldwide



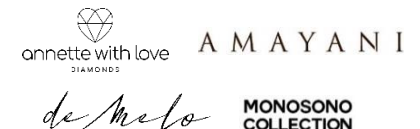
Best Prices

The integrated value chain allows to keep production costs at a low level, resulting in a strong price advantage



Inhouse Brands

Curated product offering thanks to focus on inhouse brands and collections



elumeo has several inhouse brands, covering price points between 50 EUR and >5.000 EUR

Dallas
DESIGNS®
Prince


**MONOSONO
COLLECTION**

CUSTODIANA

gems
enVogue

D'VYERE
HOUSE OF JEWELS


M de Luca
JEWELLERY

A M A Y A N I

TRENDS
& Classics

LUCENT DIAMONDS



ESTEE
COLLECTION

dagen
NATURAL
AMBER



de Melo


Riya

CIRARI

pallanova


annette with love
DIAMONDS

JF
JOHN FERRY
GEMSTONE MINER


TPC
JEWELRY

La Revellé


Rémy Rothermel®


SAELOCANA



Style

ng
new generation
Designs from Bangkok

SUHAN A
INDIAN HERITAGE

 Smithsonian

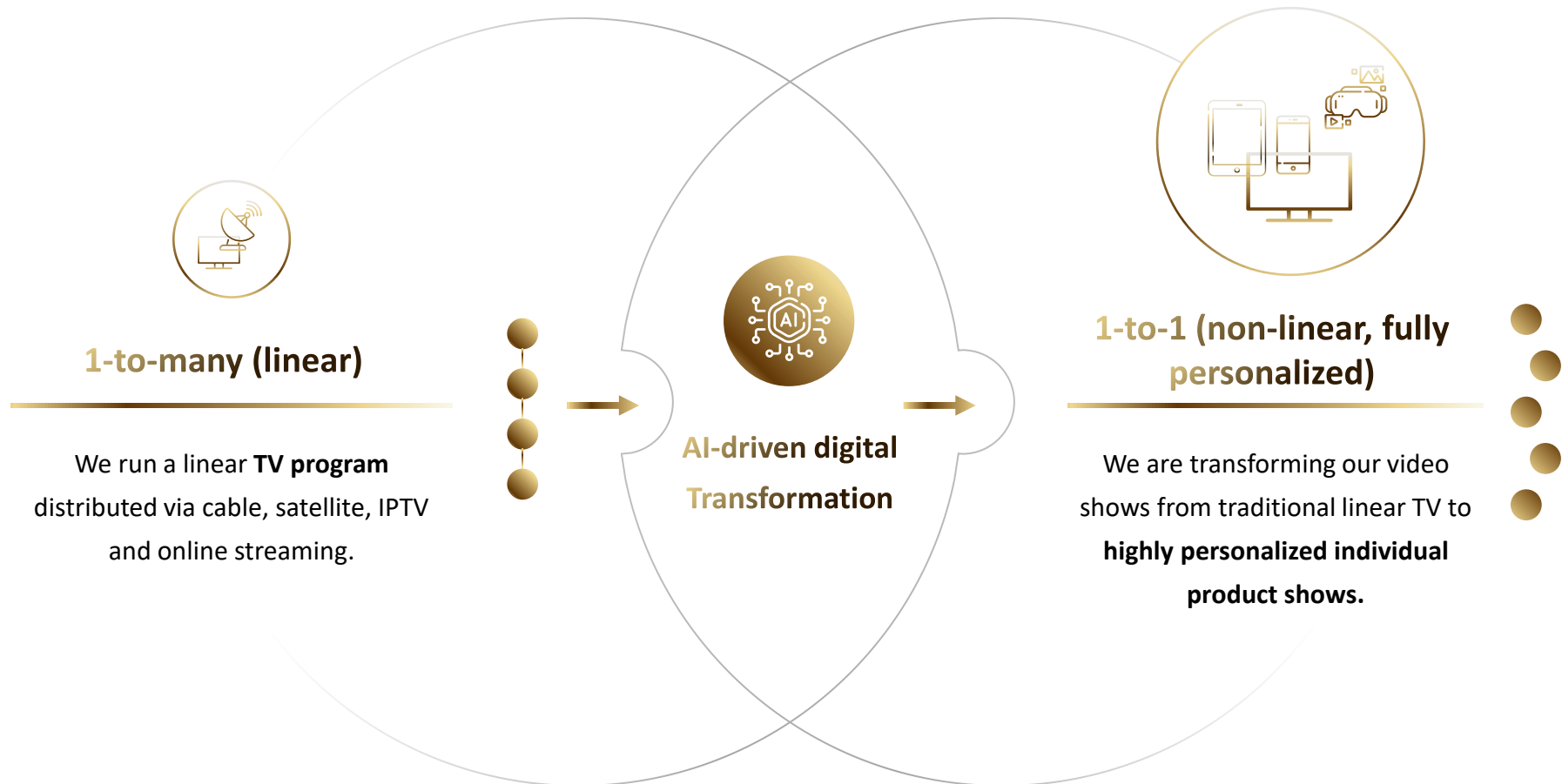

BALI BARONG®


by Jewels

JOIAS DO
PARAÍSO


MARK T
THE OPAL HUNTER

AI-driven digital transformation from a linear TV show (one-to-many) to highly personalized non-linear shopping shows for all devices



What went wrong after elumeo's IPO?

2010

2012

2014

2016

2018

2020

2024

One fully integrated factory

The company was started as a Joint Venture between Thai (Production) and German (TV) partners. From 2008 until the IPO elumeo operated a fully integrated factory with a completely automized digital workflow.

After the IPO, production cost per unit started rising much faster than inflation, rendering the factory unprofitable

The question on how to address the unprofitability of the factory could not be resolved between the Thai shareholders and the European shareholders



Closure and liquidation of the factory resulting in >25mn € write-off



Very unfriendly dissolution of the partnership, now completely resolved

> 35 fully integrated suppliers

From 2019 until 2025 the entire workflow for merchandising had to be rebuilt, in the beginning with all Corona Restrictions and from 2022 to 2024 in a difficult consumer environment

- Onboarding >35 new suppliers
- New design process
- New merchandising process
- Programming all related merchandising tools from scratch

Core strategy remains the same: We combine emotional TV shopping experience with our integrated value chain on our AI-tech-platform



Jewelry video shopping via our TV channels and online

Via our TV channels and video-based shopping formats, we provide an emotional and inspirational shopping experience. Our TV sales shows reach a large number of people while at the same time creating a special intimacy between the presenters and the customer.



Great value for money

Thanks to our integrated value chain with over 40 partner suppliers for gemstone jewelry worldwide, we can offer a significant price advantage and a huge product variety with over 1.000 different gemstones.



Tech-driven internationalization

Thanks to our investments into our platform, we are in a great position to easily scale our business internationally, using AI as catalyst for tech-driven internationalization.



Elumeo company presentation video



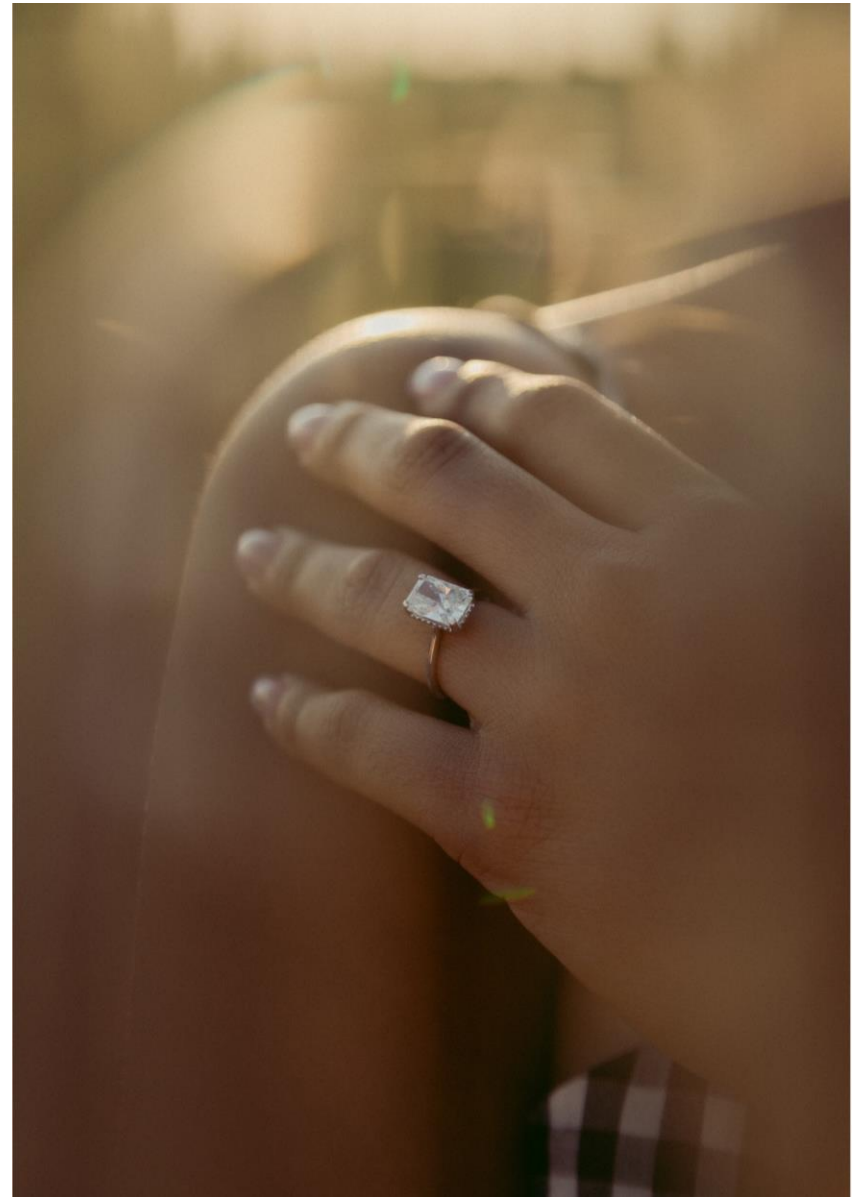
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Summary of key developments in 9M & Q3 2025



After **successful execution** of our **cost and efficiency program** in April 2025, elumeo has remained profitable on a six-month basis (adjusted EBITDA: Q2/2025: EUR 73 k and Q3/2025: EUR -46 k, corresponding to EUR 27 k in the period from April to September 2025).



9M/2025 Revenue at EUR 29,6m (PY EUR 33,0m), **gross profit margin** at 46,5% (PY 48,3%). **Revenue in Q3/2025** at EUR 9.4m in line with expectations (Q3/2024: EUR 10.5m). **Gross profit margin** in Q3/2025 with 47,5% **above previous year's level** (Q3/2024: 46,6%).



In **9M 2025**, **total expenses decreased by 8,5%** to EUR 16,0m EUR (PY EUR 17,4m) thanks to our performance program initiated on April 1st 2025. For **Q3 2025**, **total expenses decreased by 2,2%** to EUR 5,2m (PY EUR 5,4m), still include one-time restructuring cost. **Adjusted by restructuring** and follow-up costs of terminated employees, **cost decreased by 13% to EUR 4,7m in Q3 YoY** and **by 15% to EUR 14,8m 9Mo9M**.



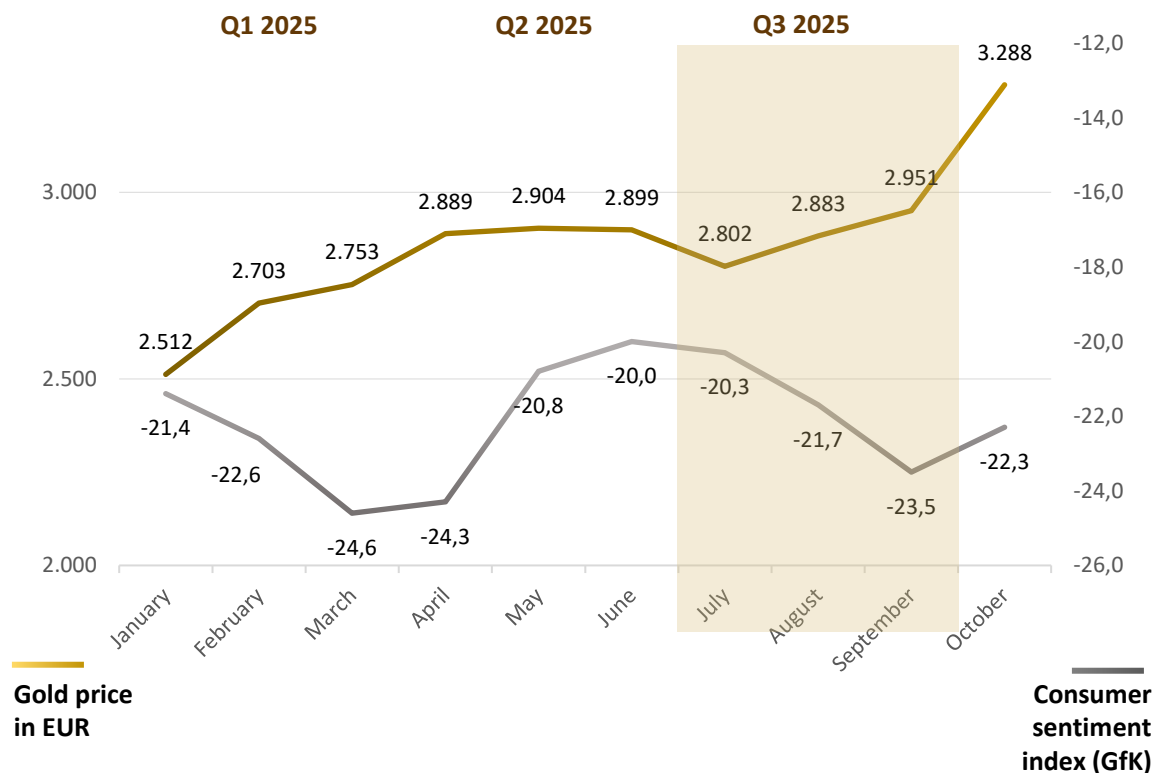
Internationalization 2.0 with growth of 23% YoY, Poland successfully launched in October as announced.



Outlook 2025 confirmed: elumeo projects a **revenue decrease** of -10% to -15%, a gross profit margin between 47% and 49% and an adjusted EBITDA at EUR -0,5m to EUR 0,1m.

In October, gold price and consumer sentiment went both up at the same time

Gold price in EUR and consumer sentiment (GfK)

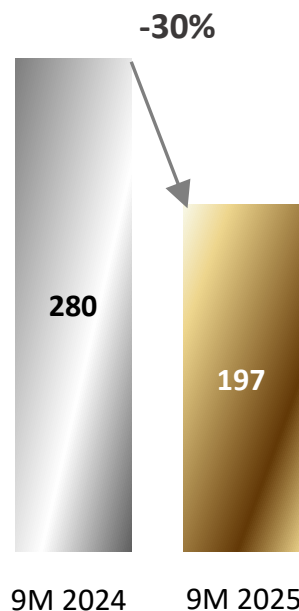


Market condition in 9M 2025

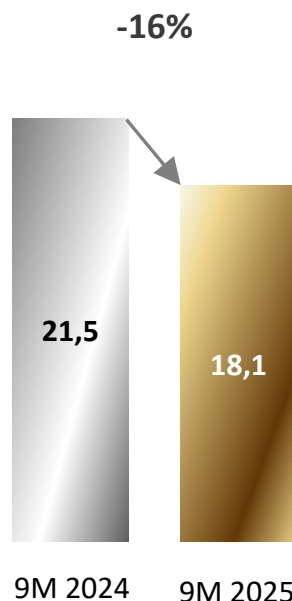
- After a stabilization in Q2 2025, the gold price started to increase again at the end of Q3. In October, the gold price accelerated its growth heavily
- The consumer sentiment index according to GfK / NIM (Nuremberg Institute for Market Decisions) recovered in Q2, but declined again in Q3 2025.
- In October, the consumer sentiment and gold price increased both at the same time

As planned, in our **TV business** we reduced the volume of pieces sold and focused on more profitable higher price points and high-value customers

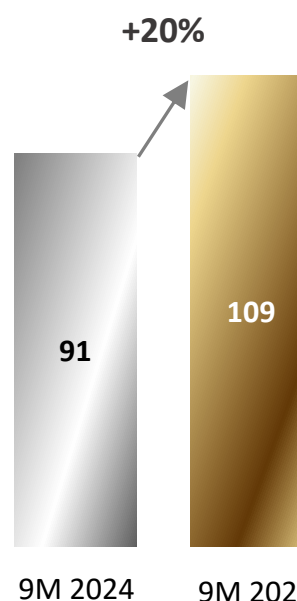
Pieces sold
of TV business
in k



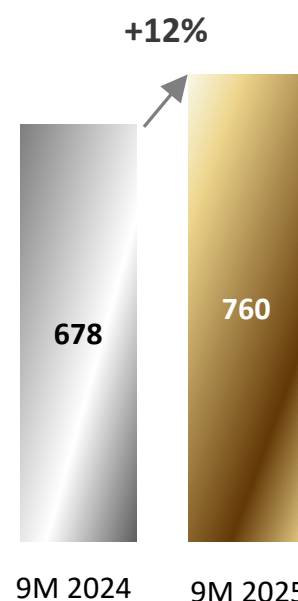
Revenue
of TV business
in m EUR



Average revenue per piece
of TV business
in EUR

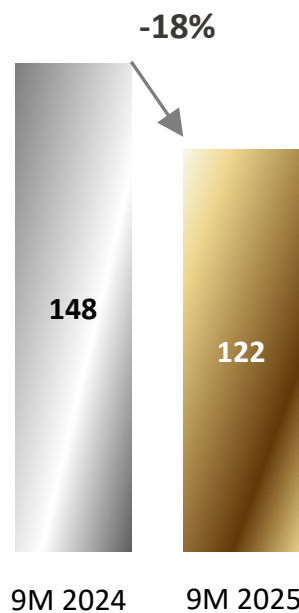


Revenue per customer
of TV business
in EUR

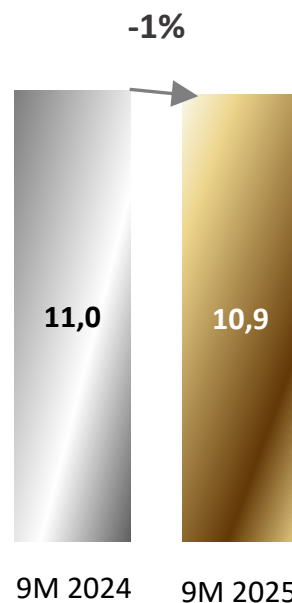


Web shops with stable revenue, but increased revenue per piece and revenue per customer

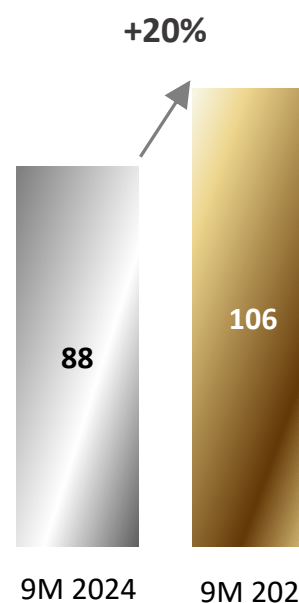
Pieces sold
of WEB business
in k



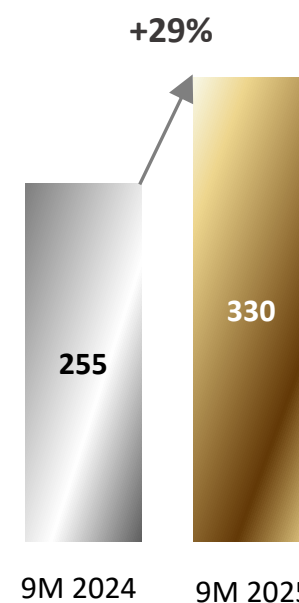
Revenue
of WEB business
in m EUR



Average revenue per piece
of WEB business
in EUR



Revenue per customer
of WEB business
in EUR



On 1st April 2025, a restructuring program was executed in order to return to profitability

Transition to automated shows and AI-based platform



Reduce live hours from 15 to 10 hours per day



Switch of **5 hours** per day from Live TV program **to our fully automated video shopping shows**



Cost reductions in personnel related to **platform operations**



Increased **platform efficiency** thanks to **digitalization** and the development and implementation of **Artificial Intelligence**

Product profitability

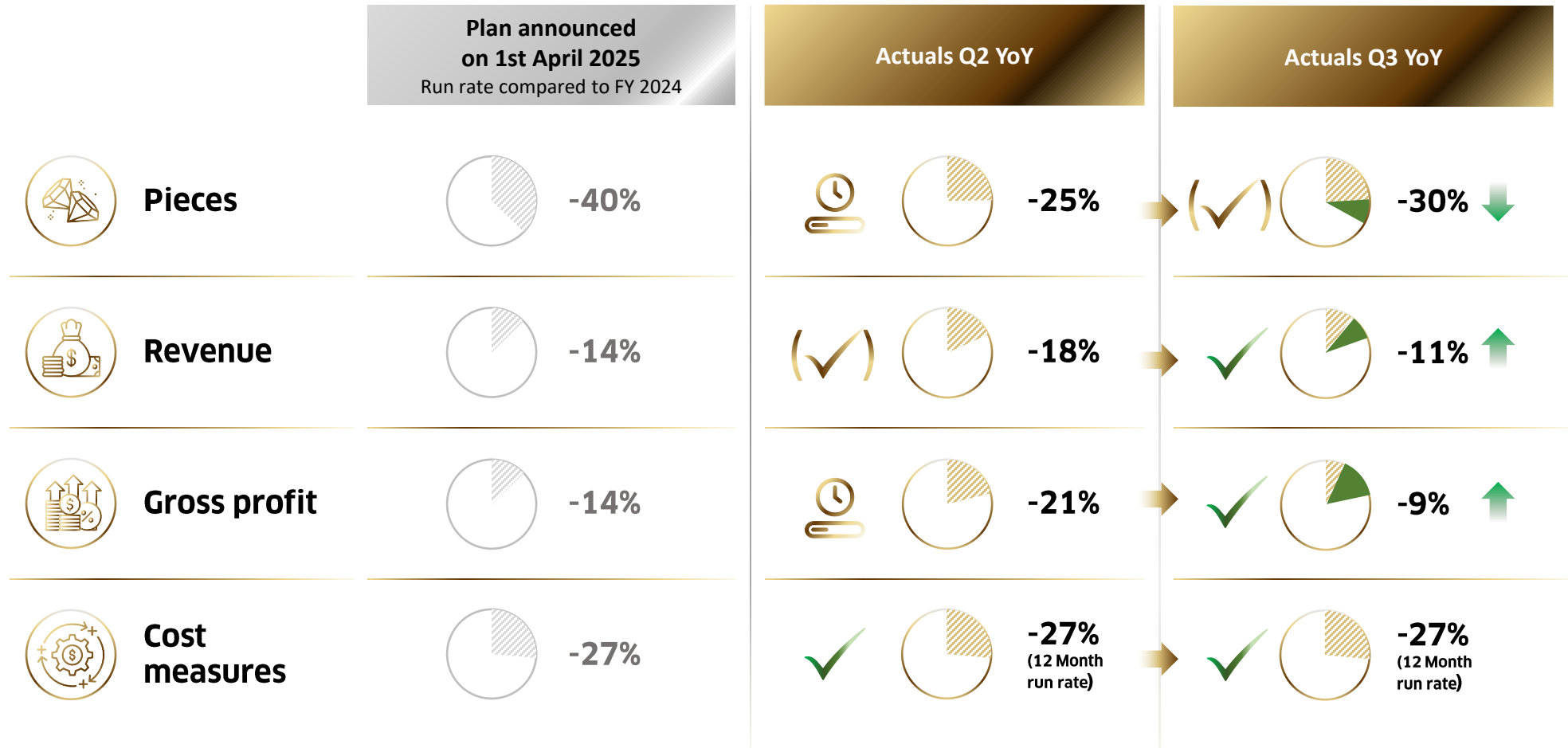


Reduction of less profitable U50 EUR product



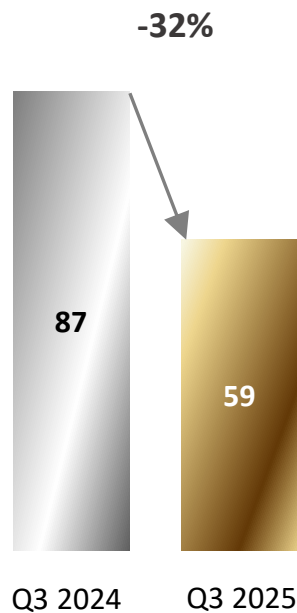
Increase of average selling price and decrease of the volume of pieces below 50 EUR sold by 40%

Q3 2025 shows successful development of all main KPIs

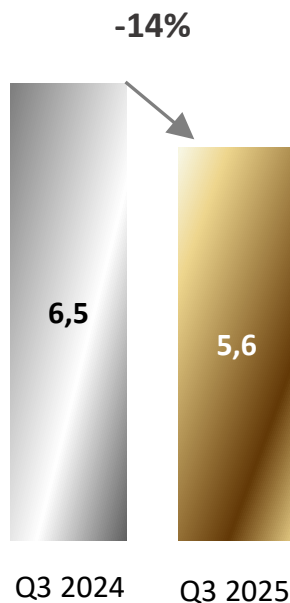


Also in Q3, our product performance program continues to lead to more profitable products and customers with limited impact on revenue

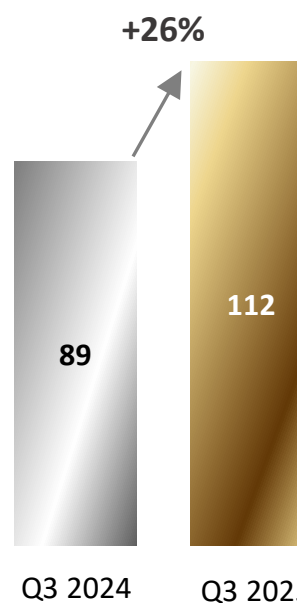
Pieces sold
of TV business
in k



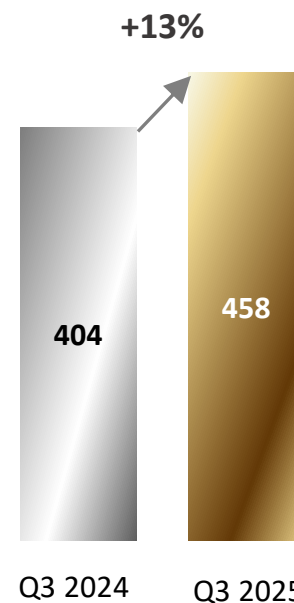
Revenue
of TV business
in m EUR



Average revenue per piece
of TV business
in EUR



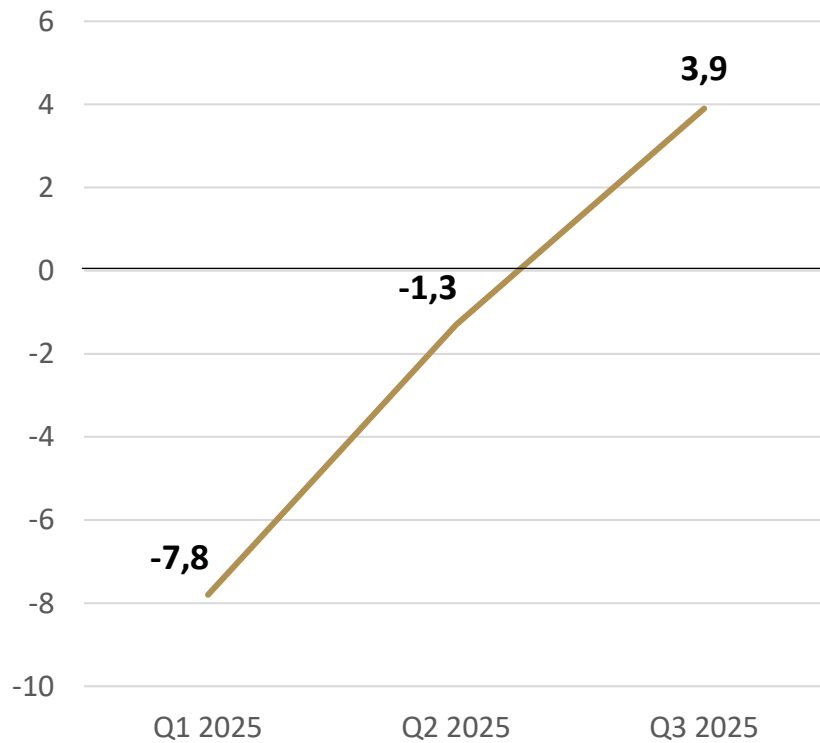
Revenue per customer
of TV business
in EUR



%-Margin has recovered and is growing again with 3,9%-Points YoY in Q3 2025

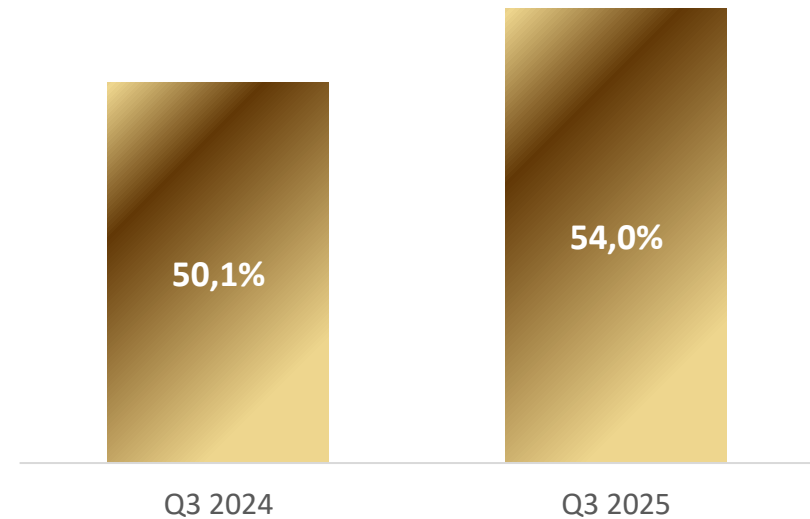
Development of %-Margin of TV business YoY

in %-Points



Gross profit Margin of TV business

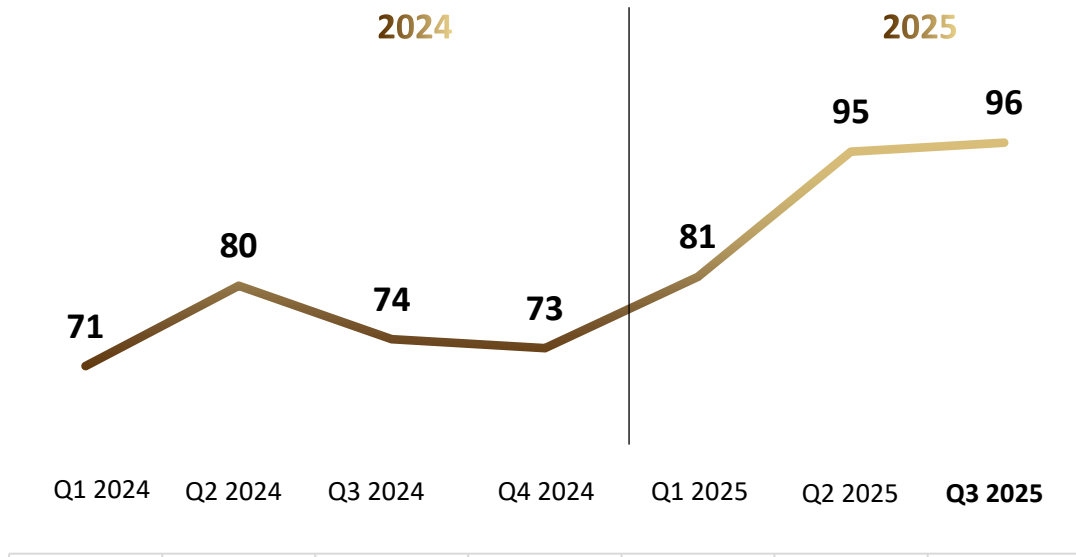
Q3 YoY, in %



Focus on Jewelry above 50 EUR allowed us to reduce number of pieces disproportionately to the gross profit

Average Revenue per Piece increased after restructuring

In EUR, revenue per piece

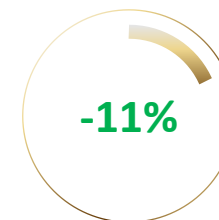


Pieces sold below EUR 50 and impact on gross profit

Q3 2025 YoY



Pieces below EUR 50



Gross profit impact

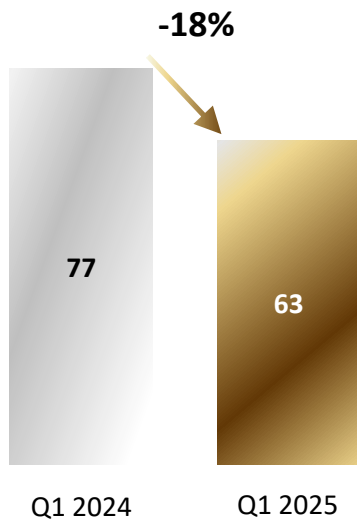


Since 1st April 2025, we have been able to reduce our pieces-related cost with only a limited impact on the total revenue and gross profit, thus improving profitability.

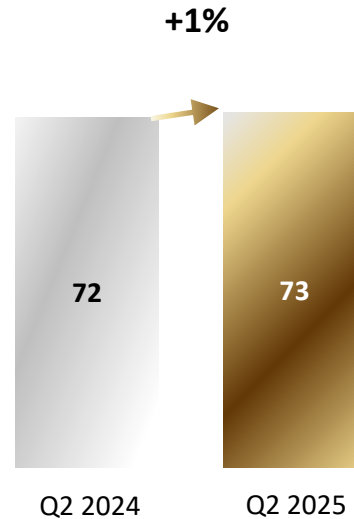
After our restructuring in April, the profitability of new product (“Premieres”) continues to improve compared to previous year

Development of Live TV Profit-per-show-minute (ppm) of Premieres

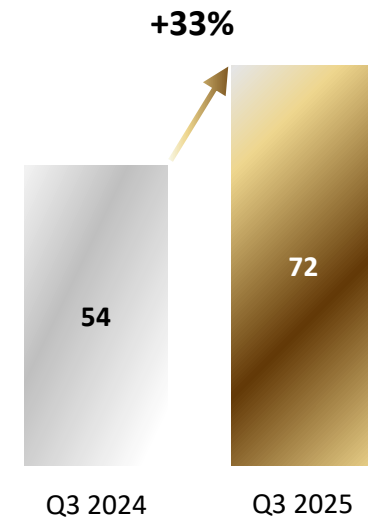
Q1 YoY
ppm in EUR



Q2 YoY
ppm in EUR



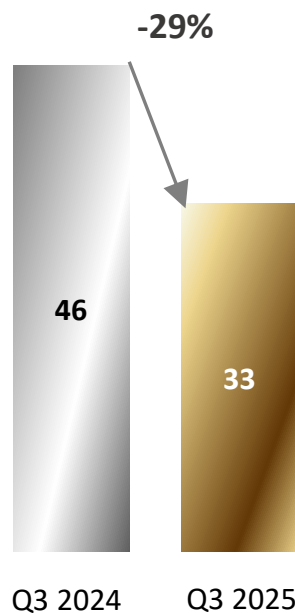
Q3 YoY
ppm in EUR



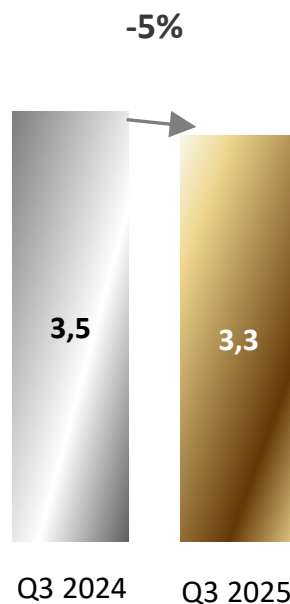
TV PREMIERES

Also in our web business, the focus on higher priced jewelry allowed to reduce the volume and to improve revenue per piece and per customer

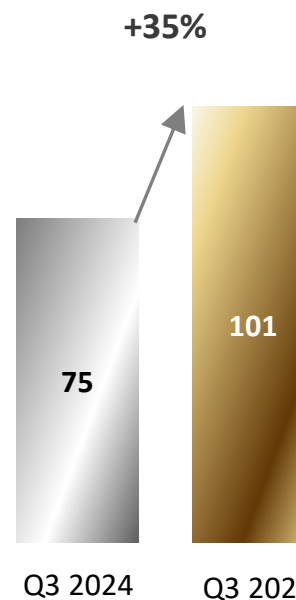
**Pieces sold
of WEB business**
in k



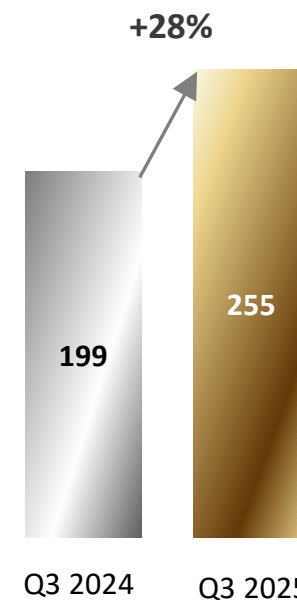
**Revenue
of WEB business**
in m EUR



**Average revenue per piece
of WEB business**
in EUR



**Revenue per customer
of WEB business**
in EUR



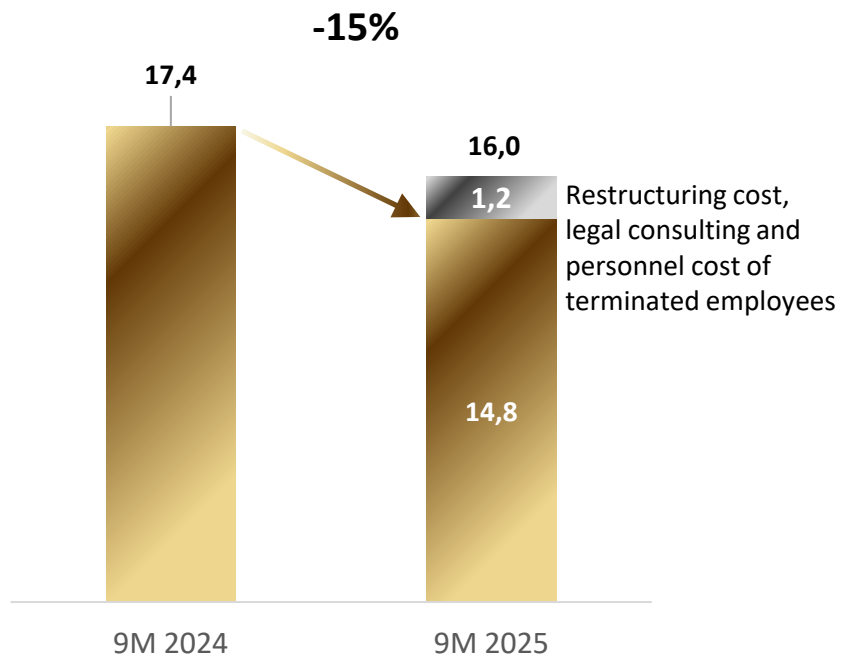
Cost decrease of 15% in 9M YoY, excluding one-time restructuring costs



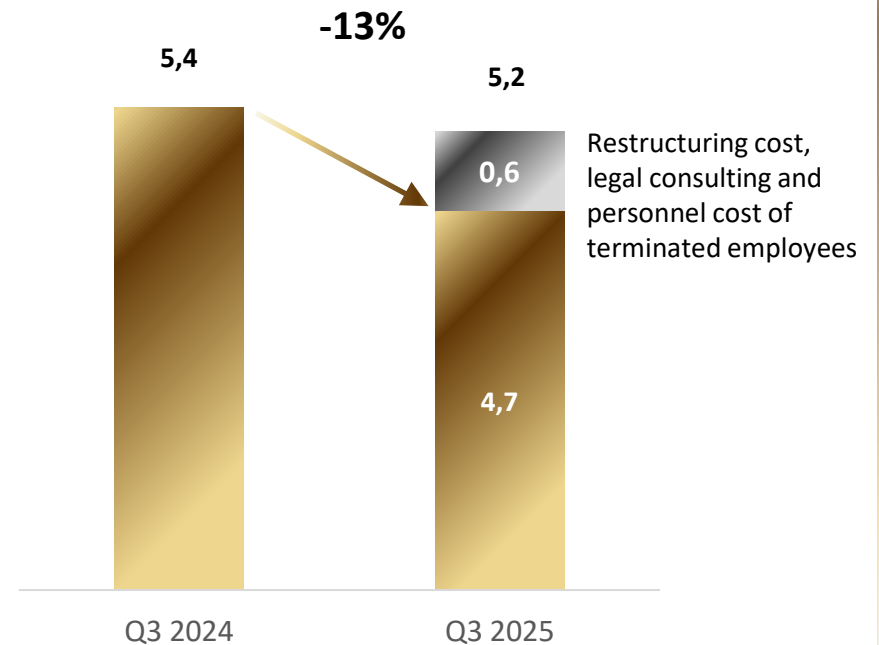
Restructuring cost

Includes mainly follow-up costs due to notice periods for employees who have been dismissed and released from their duties as of 1st April 2025.

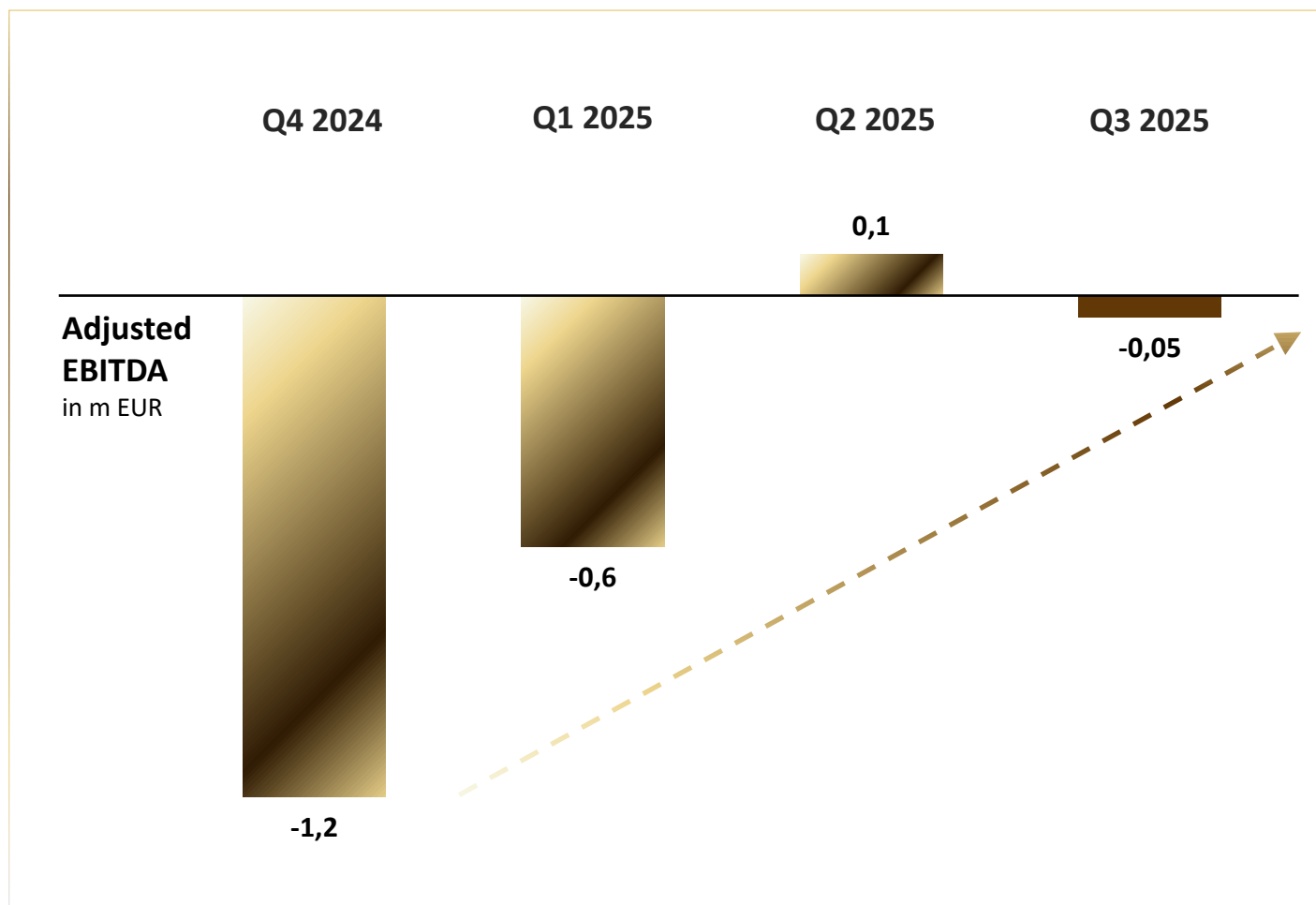
Total expenses in 9M



Total expenses in Q3



elumeo returned to positive adjusted EBITDA after restructuring in April



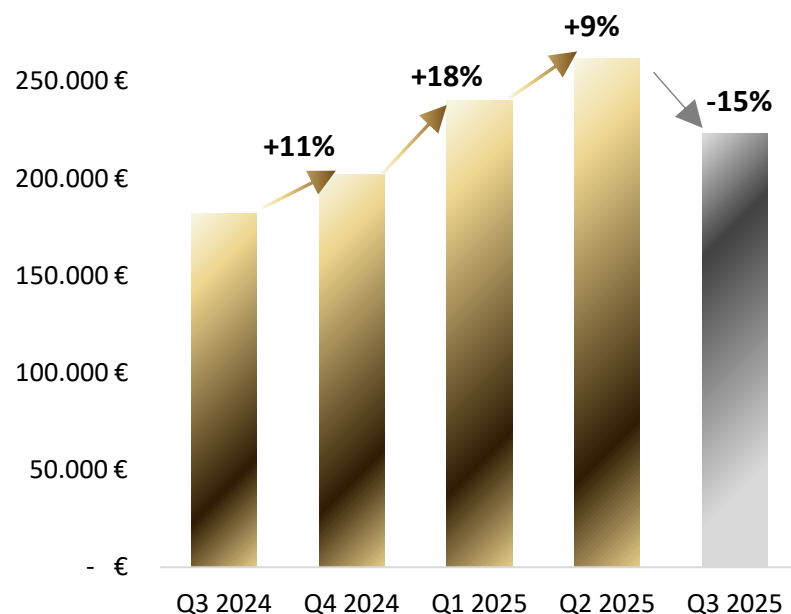
Positive Adj. EBITDA



Revenue reduced QoQ as expected after portfolio restructuring, YoY still with substantial growth

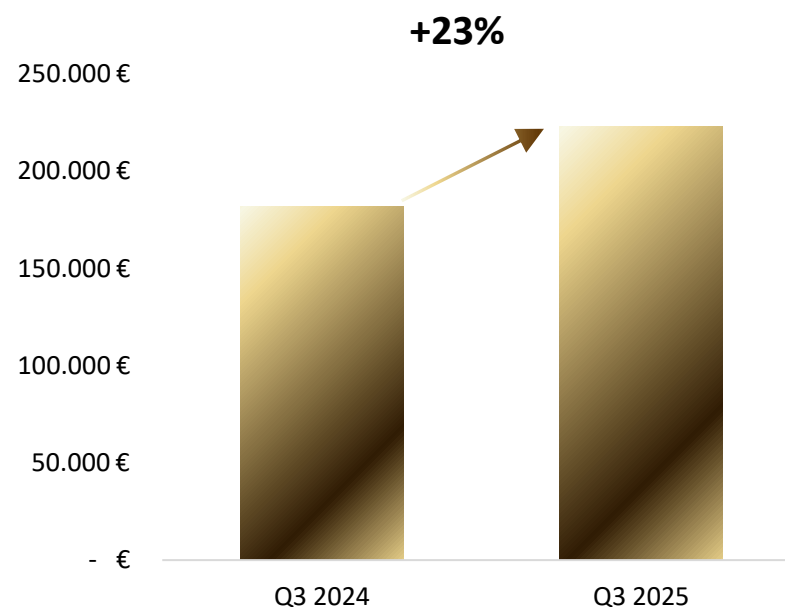
Revenue of international linear TV channels

Total TV sales in EUR in Spain and Italy



Revenue of international linear TV channels

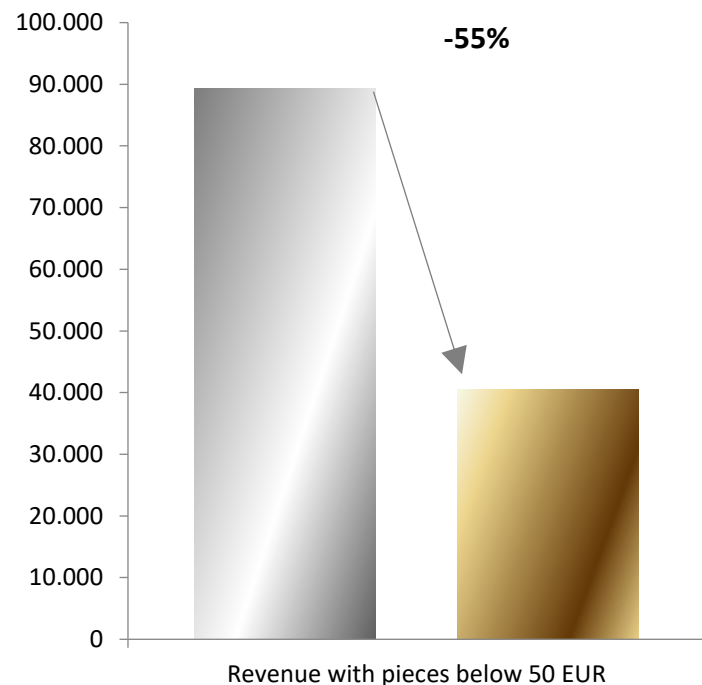
Total TV sales in k EUR in Spain and Italy



Product below 50 EUR impacted revenue also in international channels, in 2026 launch of new TV format with suitable price points

Revenue of “Below 50 EUR product” in Q3 YoY

in Spain and Italy



Milestones and next steps for international scaling



In July 2024, we have started to distribute our automated shows in Spain on a 24h channel via our Gameraobot.



Throughout H1 2025, we increased the TV reach in Spain by adding broadcasting slots on existing TV channels.



On **November 1st** we launched our AI channel in Poland, using our new multi language platform based on Saleor.



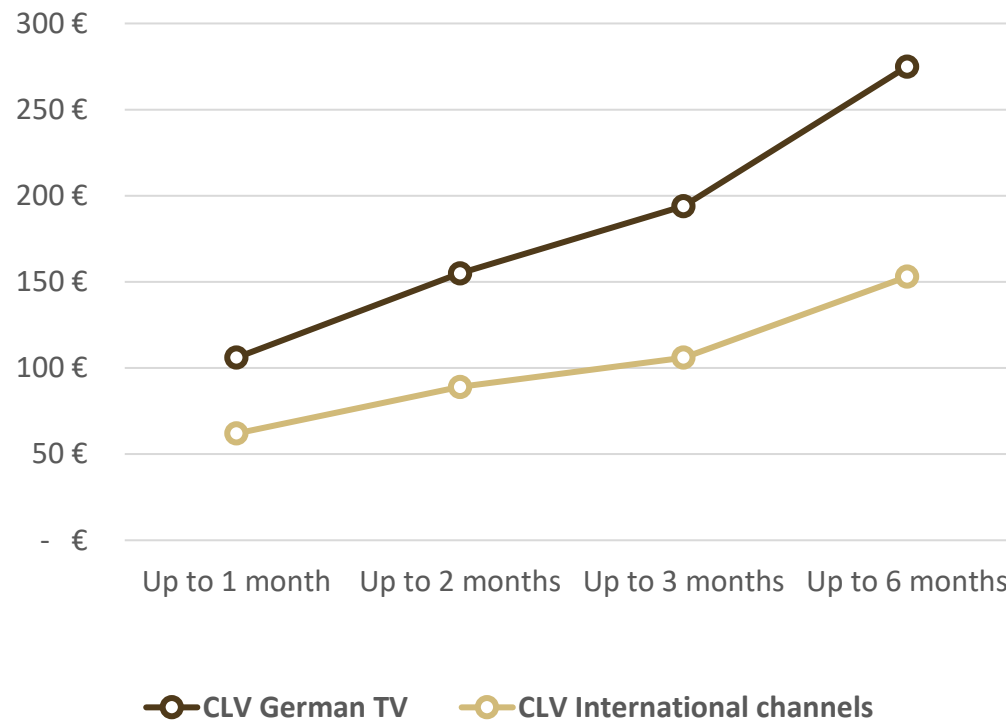
In Q4 2025, we are planning to launch an AI channel in another Non-Euro-country.



In 2026, we will develop a **new TV format** with jewelry designed to be **suitable for our international shows** in Spain, Poland, Italy and other countries

Customer Lifetime Value (CLV) of international customers with strong growth

Customer Lifetime Value (CLV)
German Live TV business vs. Internationalization 2.0



CLV of international customers with similar strong development compared to average CLV from German Live TV customers



The graph shows the development of the gross profit per customer acquired in 2024 (CLV) throughout the first 6 months of the customers, comparing our average Live TV customers with customers from our international channels in Spain and Italy.

Juwelo Poland has been softlaunched on October 1st, 2025

Elumeo's first non-€ AI generated TV Show has been launched in Poland

Complete new backend in order to allow for foreign currency

Broadcasting currently limited to one night-time hour per day

Testing until End of November with no major disruptions so far

Next steps:

- Expansion of broadcasting hours
- Simplification of checkout
- Introduction of webshop.



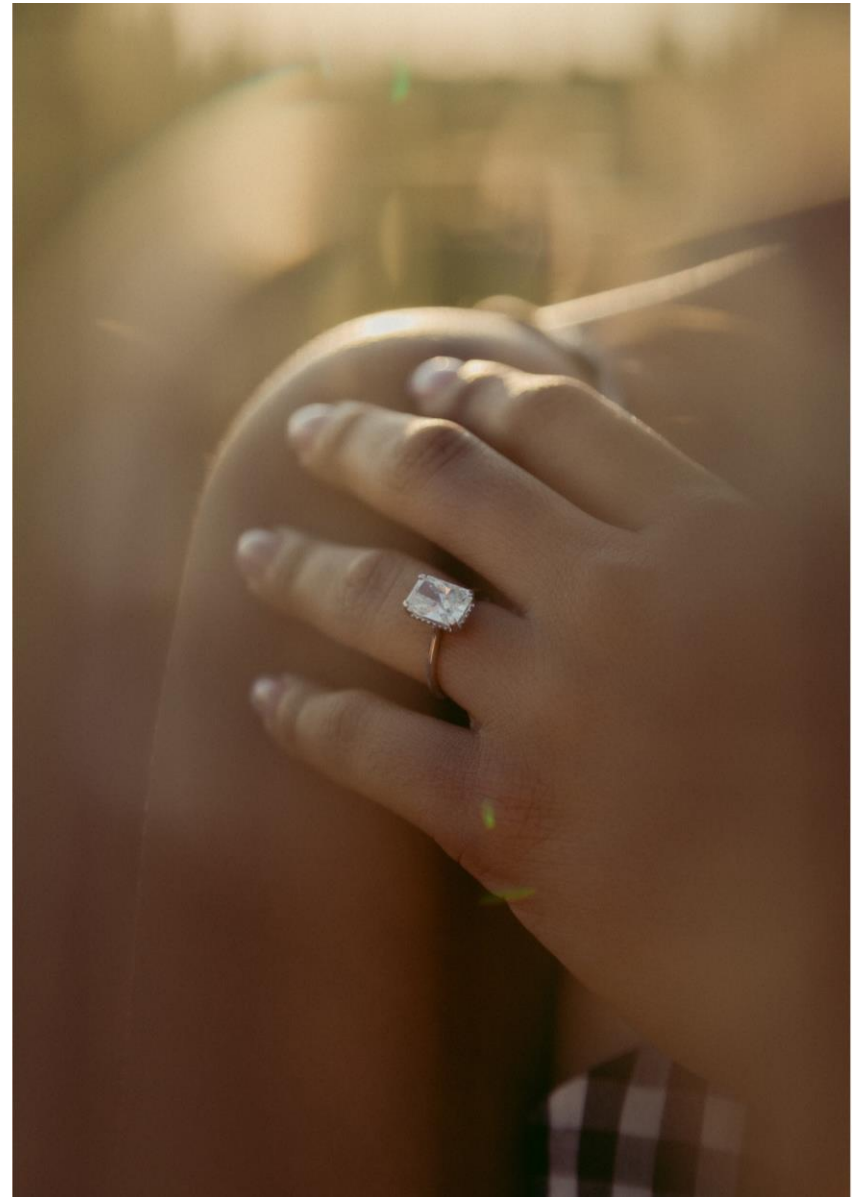
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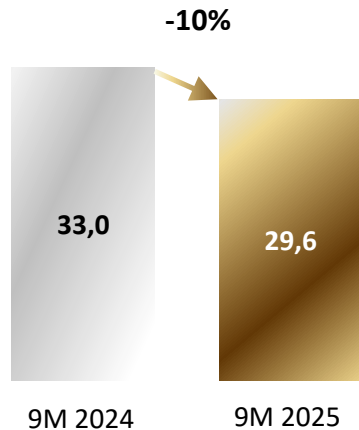


Revenue decreased by -10% in the first nine month of 2025, gross profit margin stopped decline throughout 2025

9M 2025 vs. 9M 2024 – performance overview (in m EUR)

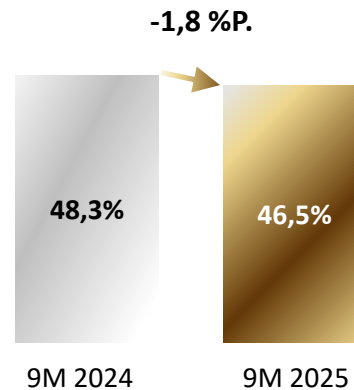
Revenue

in m EUR



Revenue decreased by 10%,
Web with stable revenue

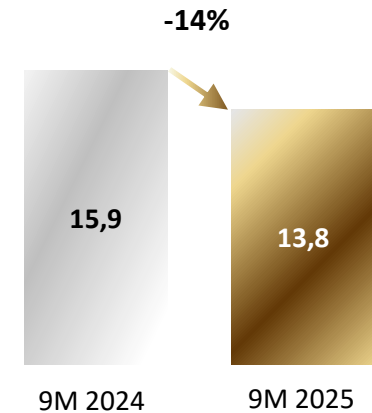
Gross profit margin %



%-Margin with decline of 1,8% P.

Gross profit

in m EUR



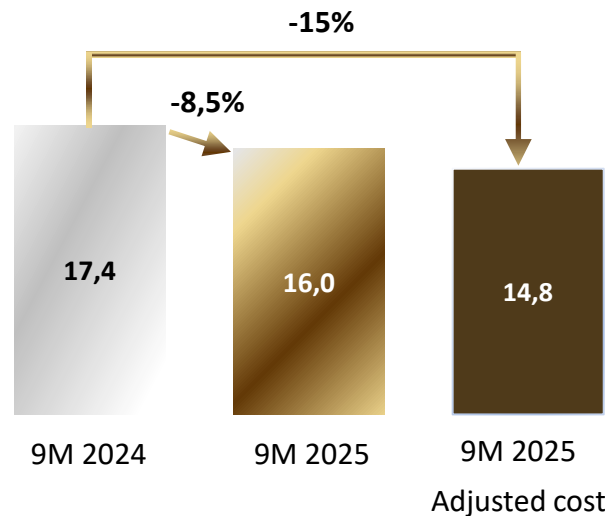
Gross profit decreased in line
with plan for restructuring

Total expenses reduced by 9% in first nine month of 2025, adjusted EBITDA decreased

9M 2025 vs. 9M 2024 – performance overview (in m EUR)

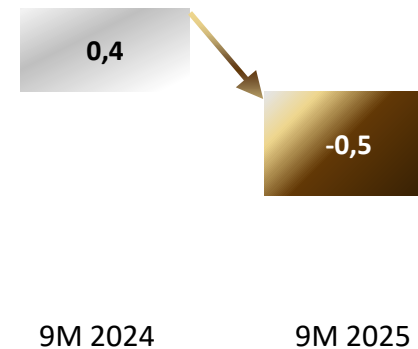
Total expenses

in m EUR



Adjusted EBITDA

in m EUR

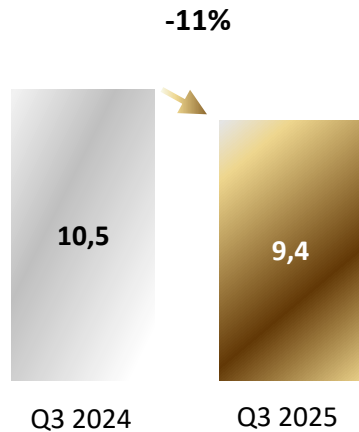


In Q3, revenue decreased by -10% due to restructuring, gross profit margin returned to small growth YoY

Q3 2025 vs. Q3 2024 – performance overview (in m EUR)

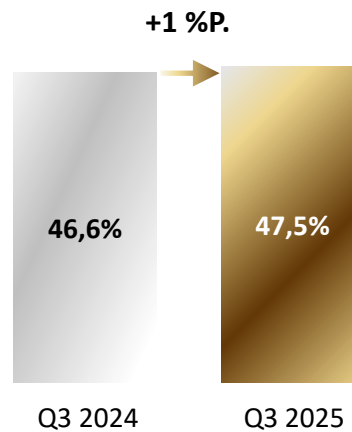
Revenue

in m EUR



Revenue decreased by 11%, mainly related to reduction of unprofitable products below 50 EUR selling price

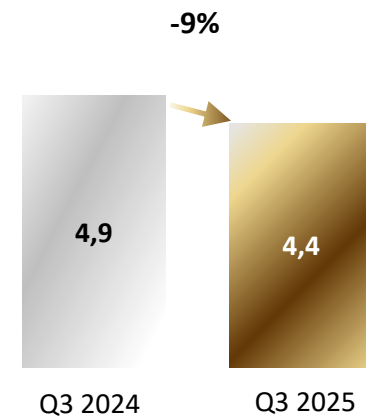
Gross profit margin %



%-Margin returned to small growth

Gross profit

in m EUR



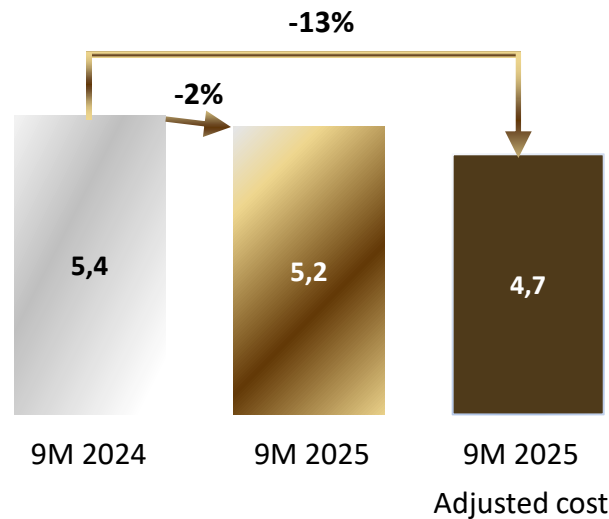
Gross profit decreased in line with plan for restructuring

Total expenses reduced by 2% in Q3, and by 13% adjusted

Q3 2025 vs. Q3 2024 – performance overview (in m EUR)

Total expenses

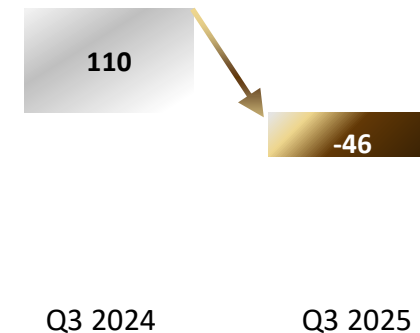
in m EUR



Effects of cost performance program starting to become visible, adjustments of EUR 0,6m of restructuring costs

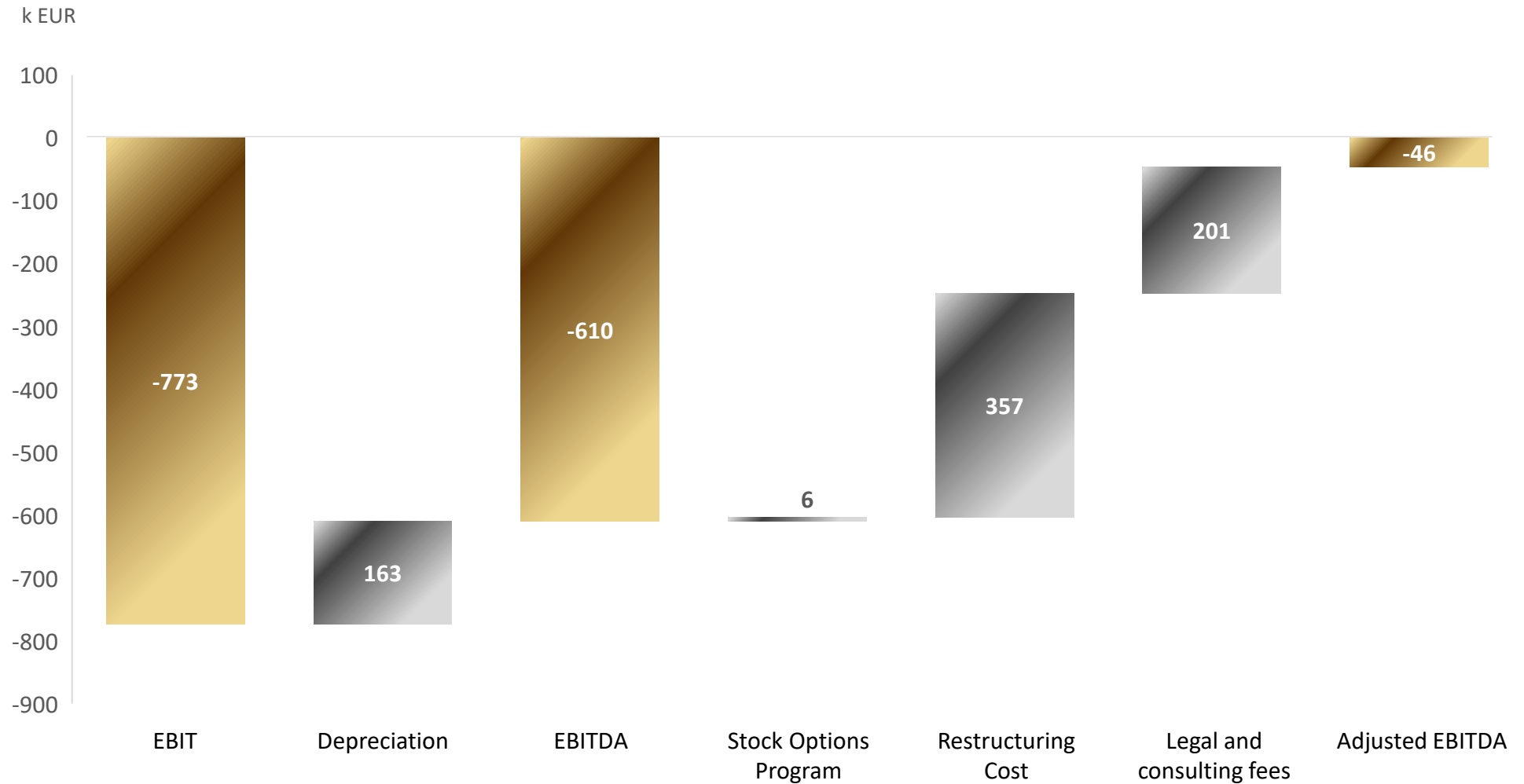
Adjusted EBITDA

in k EUR



Adjusted EBITDA decreased, but elumeo has remained profitable on a six-month basis after restructuring in April 2025

Q3 2025 Effects – From EBIT to Adjusted EBITDA



Outlook 2025 confirmed – elumeo lays basis for return to profitable growth



Revenue decrease

-10% / -15%

Adjusted EBITDA

EUR -0,5m / EUR 0,1m

Gross profit margin

47 - 49%

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- 03 What does AI mean for eCommerce companies?**

- 04 Growth strategy 2033 - #juwelo100



Disappointment with AI in Germany is based on two misunderstandings

 Handelsblatt

KI: Ernüchterung statt Euphorie – Investoren bremsen beim KI-Boom

Ein prägnantes Beispiel seien sogenannte „Coding Agents“, also Firmen, die KI-Anwendungen anbieten, um Entwicklern, aber auch Privatanwendern...

25.08.2025



 Computer Weekly

KI zwischen Hype und Realität: Viele Projekte scheitern

Die Ernüchterung in der KI-Landschaft ist spürbar. Während Europa mit der InvestAIInitiative 200 Milliarden Euro mobilisiert,...

18.07.2025



 Deutschlandfunk

KI-Hype an der Börse: Was passiert, wenn die Blase platzt?

Künstliche Intelligenz boomt. Aber ist das vielleicht nur eine Börsenblase? Und was passiert, wenn sie platzt?

vor 4 Wochen



 FinanzBusiness

Künstliche Intelligenz im Kundenservice: Wo der Chatbot an seine Grenzen stößt

Bisher nutzen die meisten Banken traditionelle Chatbots, um Kundenanliegen zu bearbeiten. Diese arbeiten mit vordefinierten Frage-Antwort-Paaren und können...

vor 6 Tagen



 Handelsblatt

Morning Briefing: Ist der KI-Boom die neue Dotcom-Blase?

Die Bewertungen der großen Tech-Konzerne liegen auf nie dagewesenen Höhen. Aber ist das nun die KI-Blase? Prominente Investoren warnen...

18.07.2025



Myth #1:

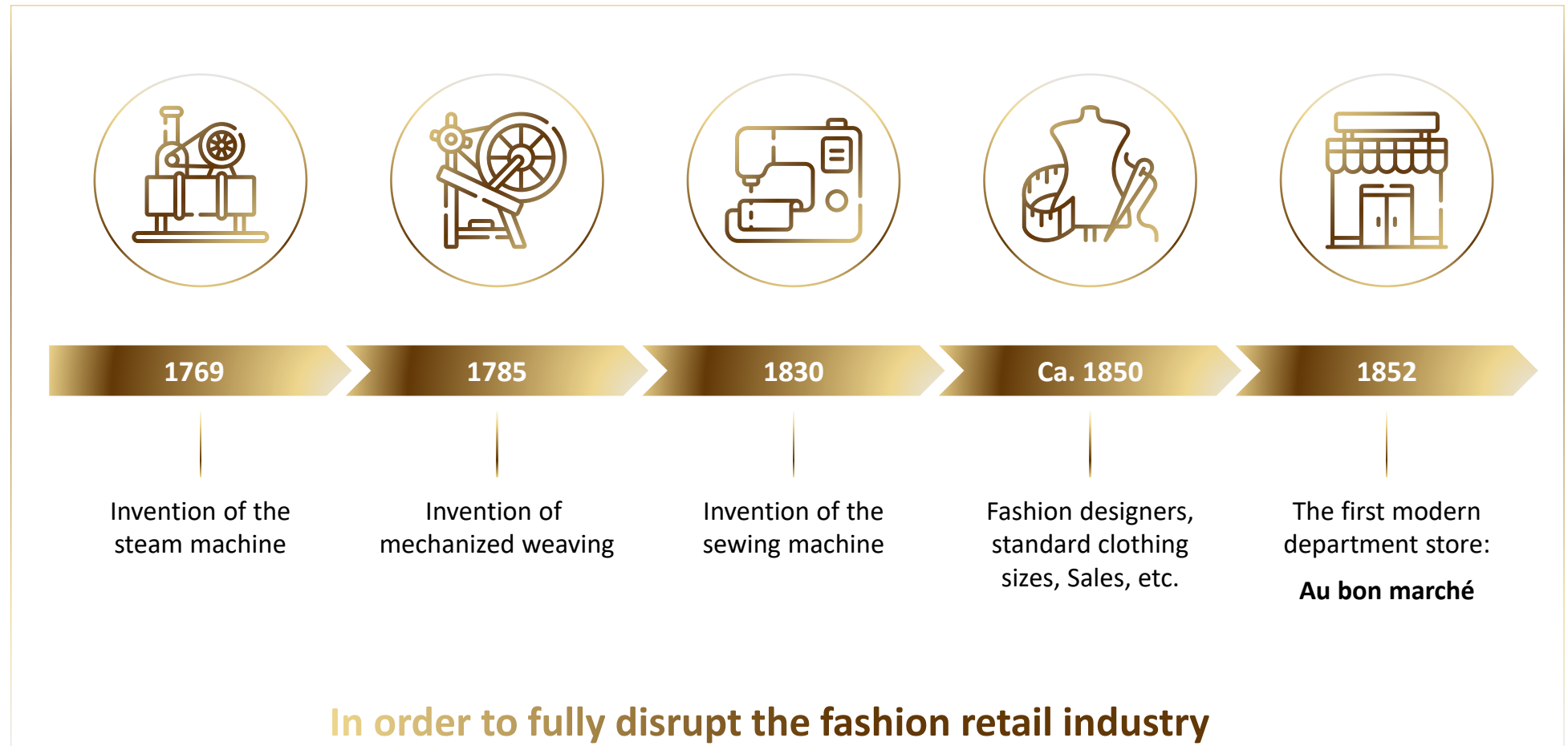
LLMs and GenAI will quickly generate measurable impact



Myth #2:

Germany and Europe have lost the race to benefit from the rapid development in AI

Myth #1 debunked: Profound disruptions do not happen overnight

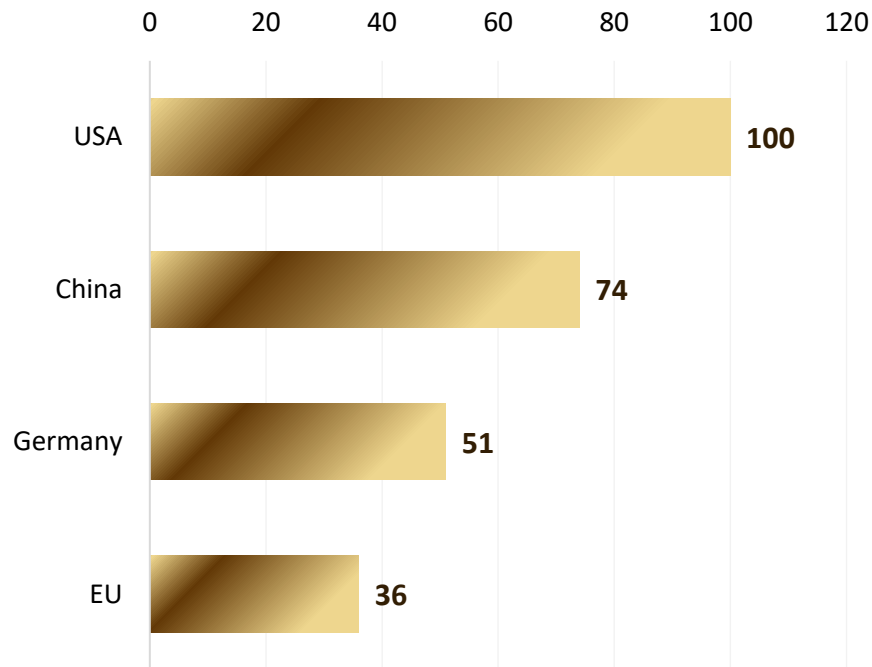


**In order to fully disrupt the fashion retail industry
the entire valuechain had to be recreated from scratch**

Myth #2 debunked: Germany and EU are not falling behind in AI Implementation

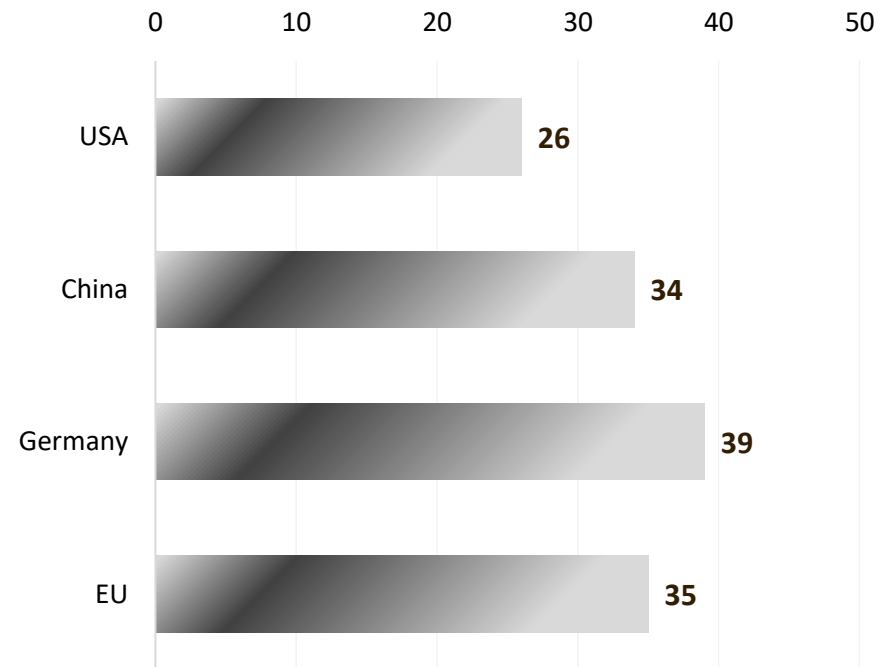
Germany lags in AI-Tech investment...

AI Tech Investment score (USA=100)¹

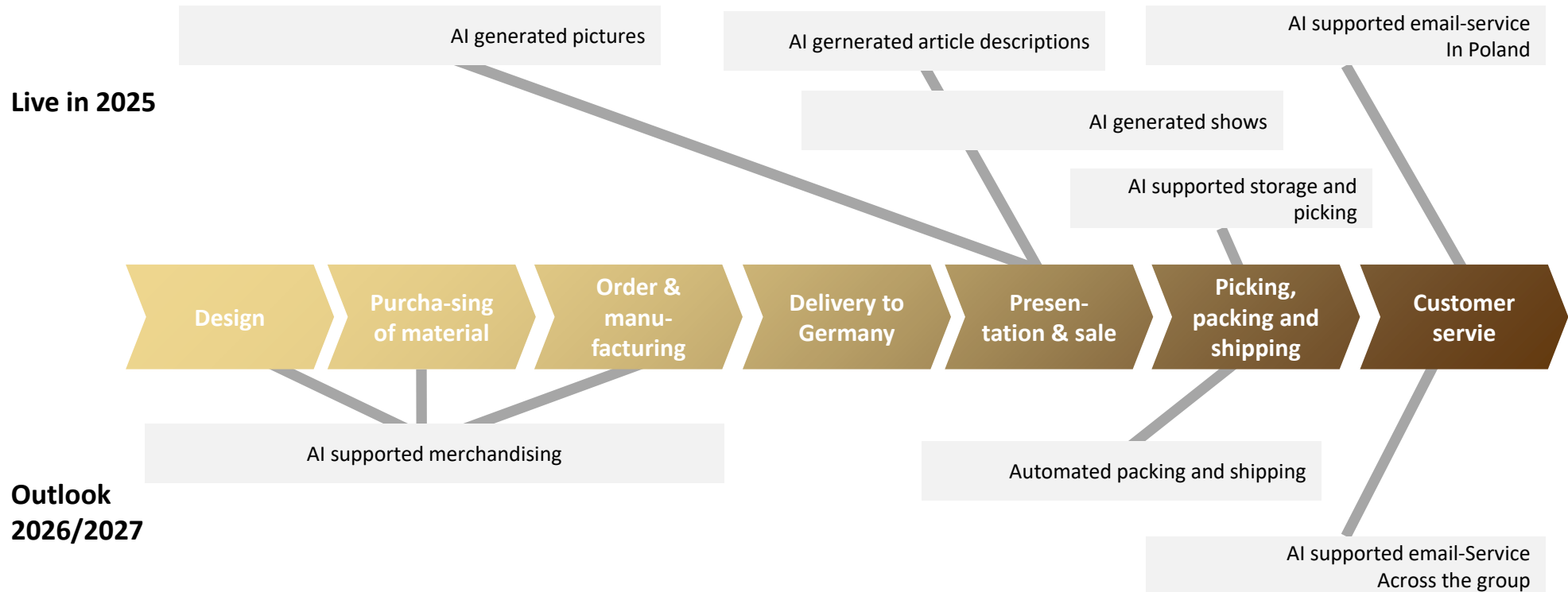


... but is ahead in AI implementation

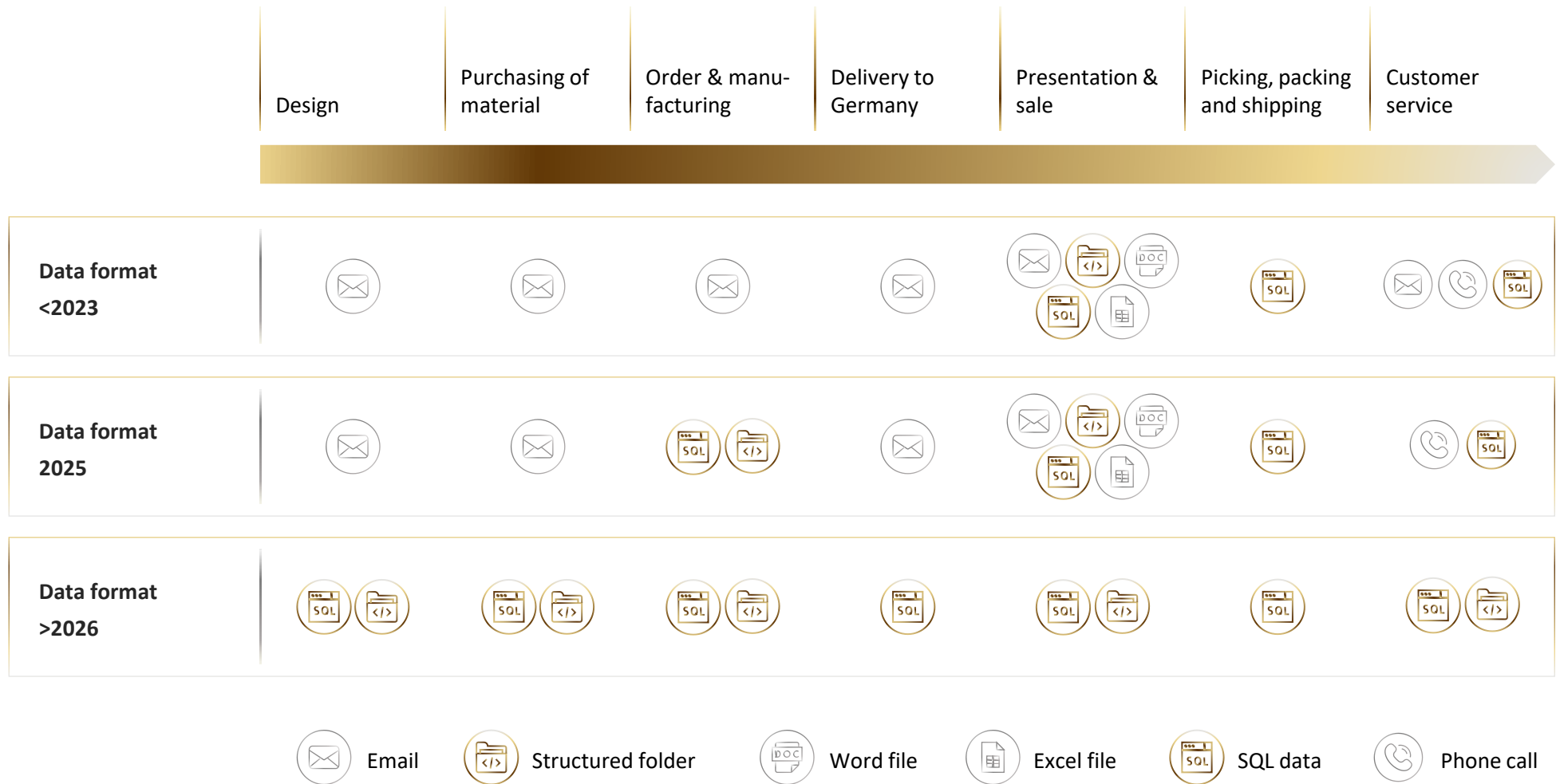
Satisfaction with EBIT generation from AI projects²



Examples for currently active AI automated processes in elumeo's entire valuechain and outlook to 2026 and 2027



In order to fully exploit the potential of AI, Juwelo will have to streamline the entire valuechain with harmonized data



Increased platform efficiency thanks to digitalization and implementation of Artificial Intelligence

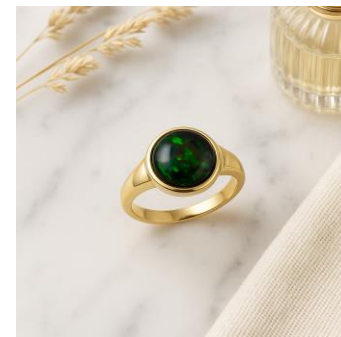
Thanks to recently released automation features of our platform and the impressive development of AI, we are able to improve the efficiency of our platform in a significant way.

Example: AI generated beauty shots

Input:



Output:



Increased platform efficiency thanks to digitalization and implementation of Artificial Intelligence

Thanks to recently released automation features of our platform and the impressive development of AI, we are able to improve the efficiency of our platform in a significant way.

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Increased platform efficiency thanks to digitalization and implementation of Artificial Intelligence

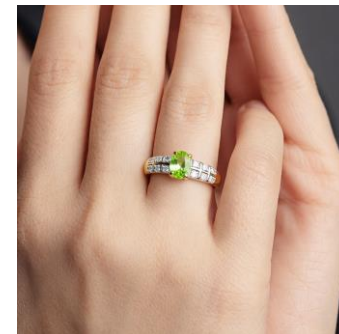
Thanks to recently released automation features of our platform and the impressive development of AI, we are able to improve the efficiency of our platform in a significant way.

Example: AI generated beauty shots

Input:

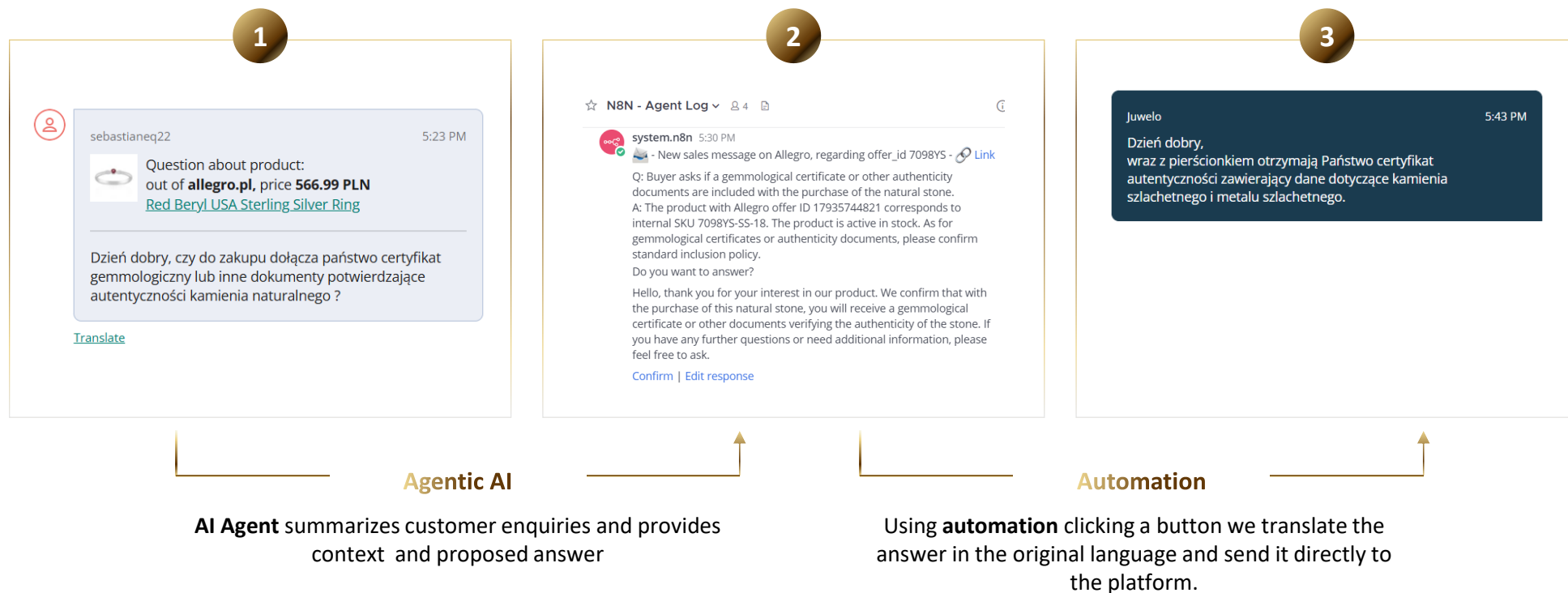


Output:



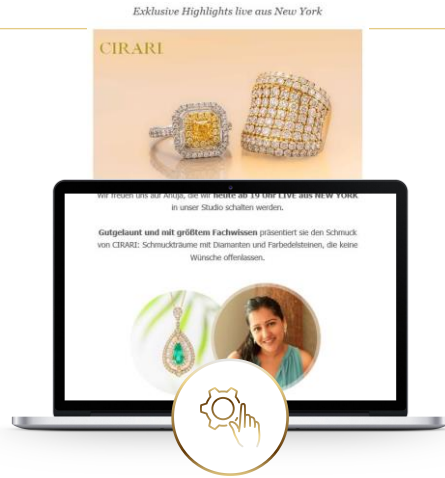
Example for AI implementation : Technical foundation for pan-European expansion

Leveraging AI and Automation for sustainable expansion across countries & channels



Example for AI efficiency: generation of newsletter

allows to save time by 75%



Newsletter generation before AI

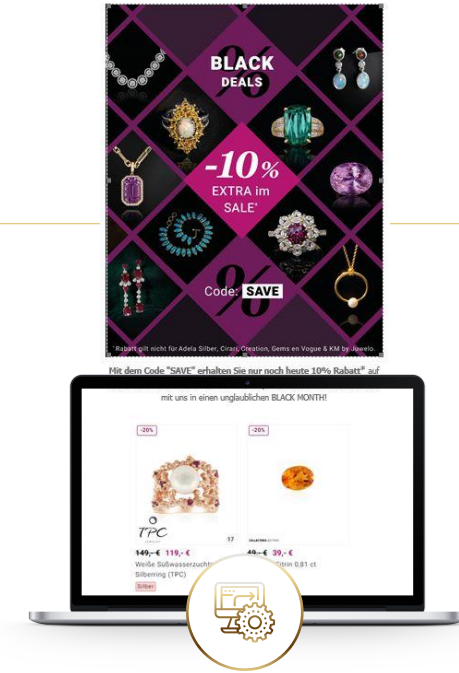
Manual tasks

- Comparison with competitors
- Analysis of main KPIs
- Generation of beauty shots and banners
- Marketing text writing

8
hours

2
hours

Work time required per week
(before and after)

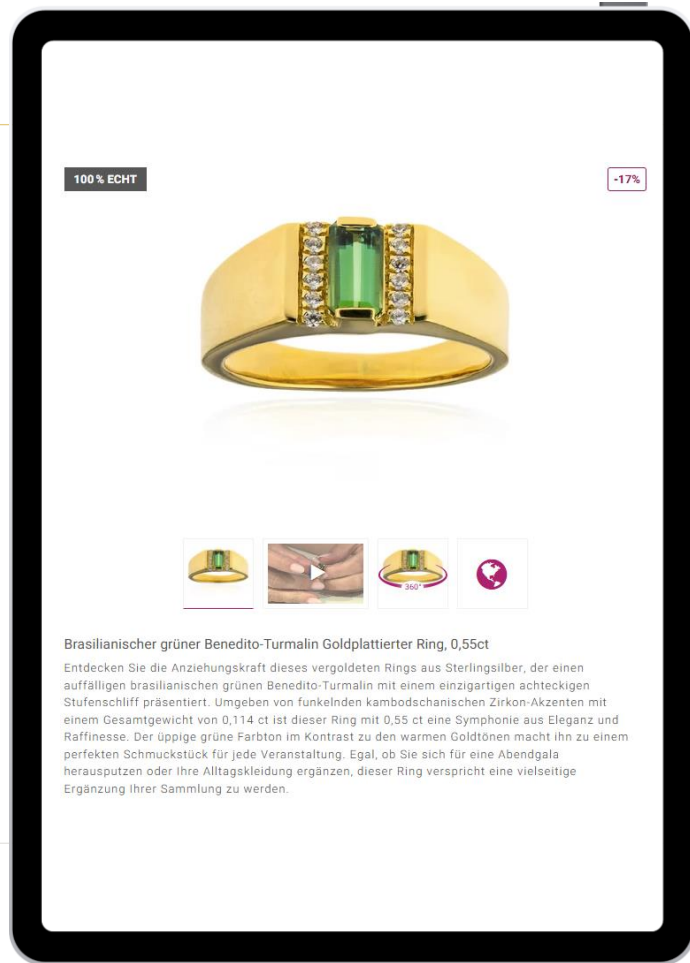


Newsletter generation with AI

Automated / AI tasks

- Automated market screening and summary of competitor marketing specials
- automated dashboard of KPIs
- AI generated beauty shots and banners
- AI generated texts

Example for AI efficiency: Article text generation



**Time needed to generate
>20.000 article texts**



Manual tasks

Over 3 years of work time for a FTE



Automated:

10 hours for setup and implementation
1 hour per month to analyze and optimize
implementation

Outlook: elumeo's new digital purchase process enables full AI supported product management

Line Selection

Offers with quantities

0,251104,2 x 0,251104,1 x 0,251028,4 x

append reset

| Slot line quantity | Image 1 | Offer name | Description | Vendor | Image 2 | Image 3 | Vendor article number | Selected job | Costs job only | Packaging per pc | Packaging total | Photo fee pc fee only | Unit incl pc and packaging | On fee and packaging | Selling price |
|--------------------|---------|------------|---|---------|---------|---------|-----------------------|--------------|----------------|------------------|-----------------|-----------------------|----------------------------|----------------------|---------------|
| 15 | | 0,25102... | White Topaz SILVER Earring With Hoops | NRVA... | | | | | 19.43 | 291.45 | 0.5 | 7.5 | 54.68 | 23.58 | 62.18 |
| 10 | | 0,25102... | Green Onyx SILVER Earring With Lever Back | NRVA... | | | | | 13.62 | 136.2 | 0.5 | 5 | 26.2 | 16.74 | 31.2 |
| 20 | | 0,25102... | Chromedposite SILVER Earring With Hoops | NRVA... | | | | | 13.94 | 278.8 | 0.5 | 10 | 53.53 | 17.12 | 63.53 |
| 15 | | 0,25110... | White Topaz SILVER Earring With Hoops | NRVA... | | | | | 19.43 | 291.45 | 0.5 | 7.5 | 54.68 | 23.58 | 62.18 |
| 10 | | 0,25110... | Green Onyx SILVER Earring With Lever Back | NRVA... | | | | | 13.62 | 136.2 | 0.5 | 5 | 26.2 | 16.74 | 31.2 |
| 20 | | 0,25110... | Chromedposite SILVER Earring With Hoops | NRVA... | | | | | 13.94 | 278.8 | 0.5 | 10 | 53.53 | 17.12 | 63.53 |
| 10 | | 0,25110... | Chromedposite SILVER Earring With Hoops | NRVA... | | | | | 22.2 | 222 | 0.5 | 5 | 41.34 | 26.83 | 46.34 |

1 of 15 selected

Items: 1, Total quantity: 20, Total sum: 279,80 €

continue with selected lines

Fully AI supported merchandising process



Checks for comparable products in inventory



Checks recent performance of collection



Checks recent performance of gemstone



Checks recent performance of pricepoint

Outlook: elumeo's fully digital warehouse is perfectly positioned for automated packing and shipping

Existing fully digital storage facility



Today

Fully automated and AI-managed storage and picking-process



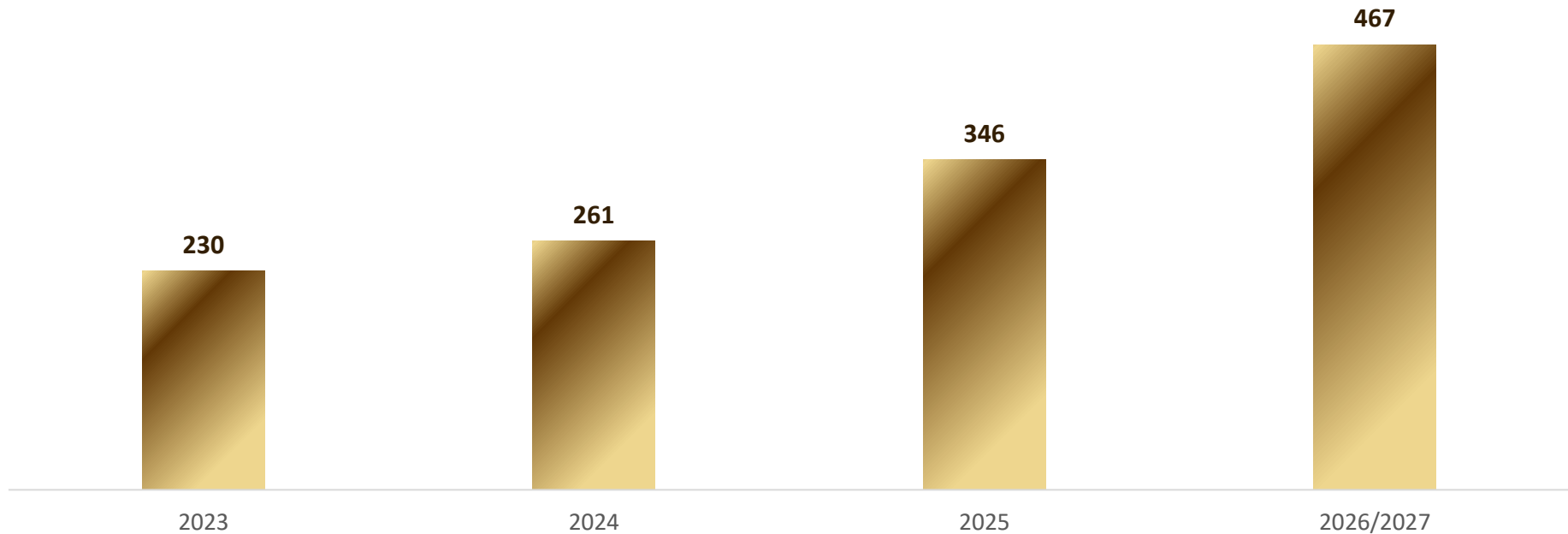
Next steps 2026/2027

Integration of automated packing into the system



A substantial improvement of efficiency has already been achieved with more potential in 2026/2027

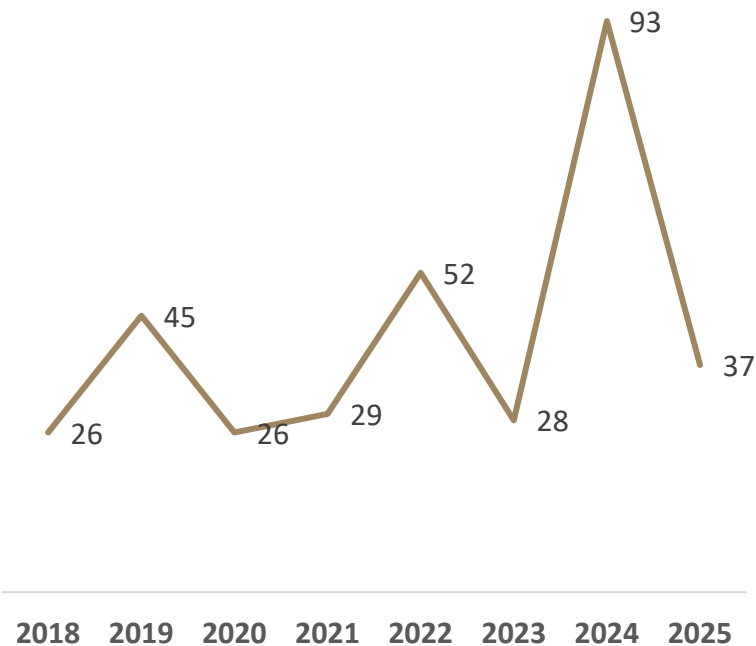
Revenue per FTE (€ '000)¹



1) For 2026/2027 only preliminary estimates

Market outlook: Do the Capital Markets reflect this revolution?

P/E Ratio SAP 2018-2025



P/E Ratio Allianz 2018-2025

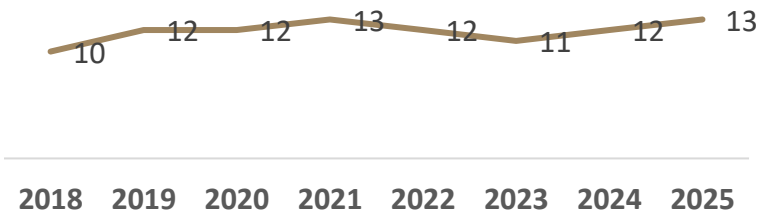


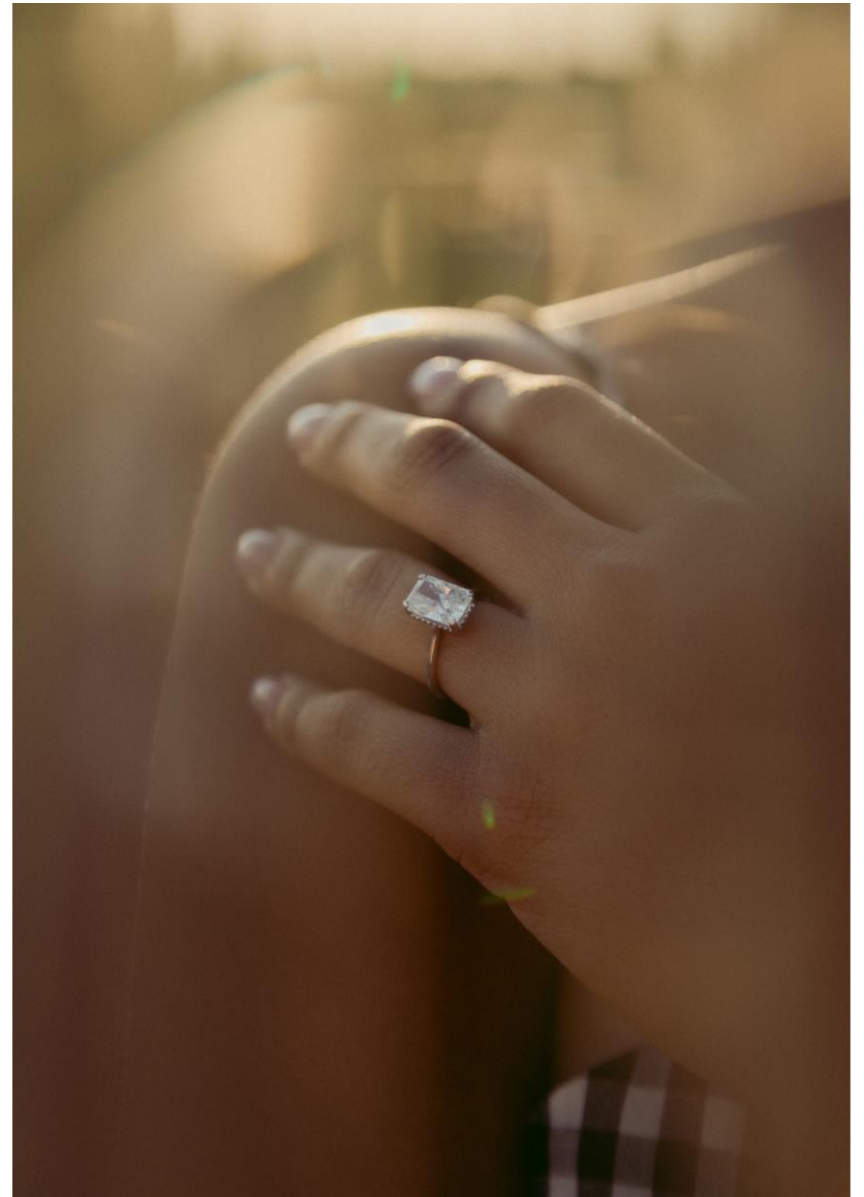
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Tech-driven internationalization from a position of strength

Key developments & strategic outlook



With “#juwelo100”, we have launched a growth program with the target to reach EUR 100m by 2033



Juwelo's new multi-language platform

AI is the catalyst for lean & fast tech-driven internationalization

German Live show



AI translation

AI translated international shopping shows



Using our **self-developed technical platform**, we **translate** our German Juwelo liveshows into **all foreign languages**.



We combine **AI translations** and our „Gamerobot“ for automated shows to create **fully automatized and AI translated shopping shows** selling to customers in the respective country.



This allows us to **leverage our video shopping material** that is being produced in our studio in Berlin and to **distribute it internationally on any device at very low production cost**.

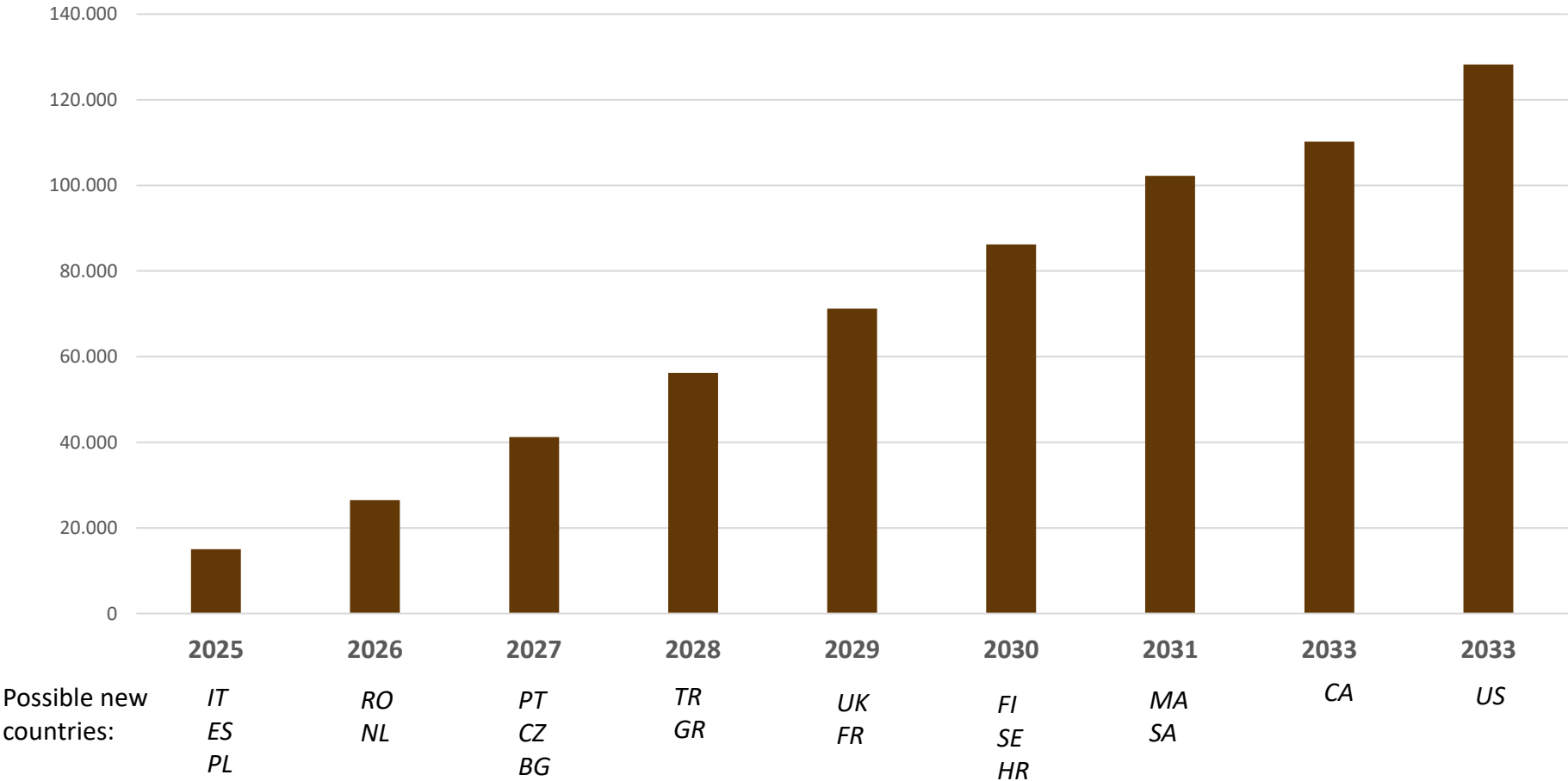
Significant growth potential as Juwelo is currently covering only 23% of European households

Out of a total of **259 million households** in Europe, Juwelo currently **reaches only 60 million** households with its video content offering, which corresponds to **23%**. Based on the existing revenue performance per household, the **growth potential is significant**.



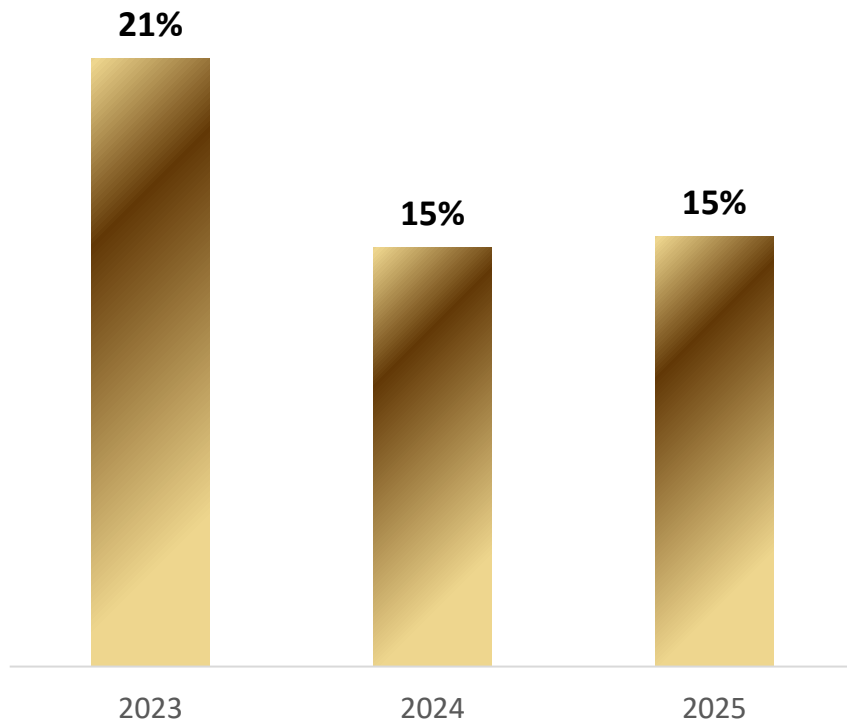
Substantial potential for further growth until 2033

Example for possible growth of households until 2033







The share of online marketing costs in web sales was reduced to 15%

Current share of Online Marketing Budget



Main growth driver 2025 – 2033:

-  Significant scaling potential in main online marketing channels
-  International channels will drive webshop expansions
-  Higher Conversionrate thanks to optimized buying experience
-  Higher personalization and AI-based videoshopping formats will increase buying frequency and CLV

elumeo SE Investment highlights



Market Position

Leading European video-shopping platform for fine jewelry, combining emotional storytelling with e-commerce efficiency, perfectly positioned to benefit from the rapid growth of video-driven e-commerce.



Loyal customers

Trusted brands like Juwelo enjoy strong recognition across Europe and a 4.8/5 customer rating, reflecting exceptional loyalty and brand trust.



Structural Growth Drivers

Benefiting from the video-shopping boom, elumeo captures both TV-loyal and mobile-first audiences with formats perfectly suited to the fast-growing “Pocket TV” era.



Competitive Edge

Vertically integrated value chain with over 40 suppliers ensures full control, affordable luxury pricing, and short time-to-market for personalized jewelry.



AI-Driven Transformation

AI-driven transformation from linear TV to personalized online shows enables scalable international growth, higher conversion, and greater operational efficiency.



Scalable International Platform

Active across key European markets and poised for global expansion through AI-driven video formats and localized content.



Upside

Strong recovery in KPIs, rising margins from low-cost sourcing structure and technology-driven efficiencies, and strong positioning for sustainable, profitable growth in emotional e-commerce.



elumeo

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Christian Senitz

Managing Directors

Florian Spatz, Boris Kirn

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