

## Press Release

### elumeo expands to Belgium

#### Berlin-based company thus represented on nine of the major European markets

Berlin, 30 March 2015 - elumeo SE, a leader in the electronic distribution of high quality gemstone jewellery in Europe, has expanded its live-commerce offering and opened its web shop for the Belgian market. New customers in Belgium can opt for the French, Dutch or German language versions in the shop.

With the development of the Belgian market, the elumeo group is consistently developing its leading successful business model and growth strategy and is now represented in nine of the major European markets.

Find up-to-date images for elumeo on our website  
<http://www.elumeo.com/presse/downloads>.

107 words, 701 items

#### **About elumeo SE:**

The elumeo Group, which has its headquarters in Berlin, is a leading European online retailer of high-quality 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, Italy, France, the Netherlands, Spain and now also Belgium. Low-value items are marketed to customers worldwide via the Hong Kong-based "New York Gemstones" online stores.

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 by the premium brand AMAYANI.

The elumeo Group was founded as a joint venture in 2008 in Berlin and Chanthaburi, Thailand, and has grown very successfully ever since. In 2014, the companies involved underwent a formal merger to bundle 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 consolidated sales 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 Productions Limited in Leamington Spa/Warwick, United Kingdom; PWK 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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