

Changes in the Executive Board

Berlin, 18 December 2018

The Extraordinary General Meeting on 12 December 2018 passed several resolutions on changes in the composition of the Executive Board. The new appointments of Dr. Frank Broer and Mr. Gregor Faßbender-Menzel as non-executive members of the Executive Board were approved by a clear majority of the shareholder representatives. After several years in management consulting, including at McKinsey, Dr. Broer worked for various growth companies in the roles of CEO and CFO. He has broad experience in both finance and the development of digital business models and will complement the Executive Board's range of competencies in these two areas. Gregor Faßbender-Menzel studied economics at the University of Bielefeld and holds an MBA in sports management from the University of Bayreuth. Mr. Faßbender-Menzel works as a freelance communications consultant in Cologne and has more than 20 years of experience in strategic communications management on both company and agency sides. He will contribute his expertise to the Executive Board of elumeo SE particularly in communicating the ongoing restructuring programme and on investor relations matters. "I am delighted that the appointment of Dr. Broer and Mr. Faßbender-Menzel to the Executive Board will provide us with key new personnel and fresh impetus," said Wolfgang Boyé, Chairman of the Executive Board.

At the same meeting, the decision was made to dismiss Mr. Don Kogen and Mrs. Deborah Cavill as members of the Executive Board. On 8 December 2018, Mr. Roland Sand resigned from the Executive Board for personal reasons.

The Executive Board now consists of seven members.

About elumeo SE:

The elumeo Group, headquartered in Berlin, is the leading European Company in the electronic distribution of high-quality gemstone jewelry, most of which the elumeo Group produces itself in India and Thailand. Via a variety of electronic distribution channels, such as TV, the Internet, Smart TV and Smartphone apps, the listed company offers its European customers coloured gemstone jewelry in particular at comparatively low prices. Most of the products are sold through direct sales. For example, the elumeo Group operates home shopping television channels in Germany and Italy as well as web shops in Germany, the UK, Italy, France, the Netherlands, Spain, Belgium and the US. Cheaper jewelry is sold worldwide through the online shops of New York Gemstones.

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