

Ad-hoc-announcement pursuant to §15 WpHG (German Securities Trading Act)

elumeo SE: Forecast for financial year 2016 revised after Brexit

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Listed: Regulated Market in Frankfurt (Prime Standard)

elumeo SE has revised its forecast for financial year 2016 following Great Britain's referendum on withdrawal from the European Union ("Proposed referendum on United Kingdom membership of the European Union").

elumeo SE no longer expects its British group subsidiary Rocks & Co. Ltd to return to profitability in financial year 2016 due to the devaluation of the British pound (GBP) against the functional currency of the Group's own factory, the Thai baht (THB), that has already taken place and can be expected to be even stronger in the future. In the financial year 2015 Rocks & Co. Ltd. contributed 19.3% to the group sales of elumeo SE.

elumeo SE thus expects a significant impact on all consolidated figures for financial year 2016. All previously communicated forecasts and expectations for financial year 2016 must therefore be revised. It is currently impossible to issue an adjusted forecast for financial year 2016.

elumeo SE will follow current market and exchange rate developments and inform in due course on further action, particularly with respect to the British subsidiary Rocks & Co. Ltd.

About elumeo SE:

The elumeo Group, which has its headquarters in Berlin, is a leading European online retailer of high-quality gemstone jewelry, which the Group mostly produces itself in Thailand. The publicly traded company elumeo offers its customers in Europe colored gemstone jewelry at comparatively low prices via a number of electronic distribution channels (including television, the Internet, smart TV and a smartphone app). Its distribution model 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, Belgium and the USA. Lower cost items are marketed to customers worldwide via the Hong Kong-based "New York Gemstones" online stores. Furthermore, the company will also be offering a full line of jewelry on schmuck.de.

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 with its premium brand AMAYANI and the distribution of the KAT FLORENCE jewelry line.

elumeo

The elumeo Group was founded in Berlin, Germany, and Chanthaburi, Thailand, as a joint venture in 2008 and has grown very successfully ever since. In 2014, the companies that comprised the Group underwent a formal merger to bundle the operating business under the holding company elumeo SE. The elumeo Group employs approximately 1,100 people at five different locations worldwide.

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