

# Factsheet



*Our mission is to make fine jewelry an affordable luxury for everyone*

## Company Profile

- elumeo SE is a leading electronic retailer of genuine gemstone jewelry in Europe, operating with its own production manufactory in Thailand
- Established in 2008, elumeo sells genuine handcrafted jewelry – mainly produced in-house – at highly competitive prices
- Since 3 July 2015 listed in the Prime Standard of the Frankfurt Stock Exchange; the net proceeds of around EUR 32.1 million are to be invested in:
  - (1) expansion of its product line,
  - (2) strengthening its price leadership as well as
  - (3) digital and international expansion
- 24/7 direct selling via various channels (TV home-shopping, web shops, telephone or apps for smartphones and smart TV)
- Distribution in nine European countries (Germany, UK, Italy, France, the Netherlands, Spain, Belgium, Austria and Switzerland) and worldwide via New York Gemstones
- elumeo operates in various market segments under different brand names: Juwelo, Rocks and Co., Amayani, New York Gemstones

elumeos global sites



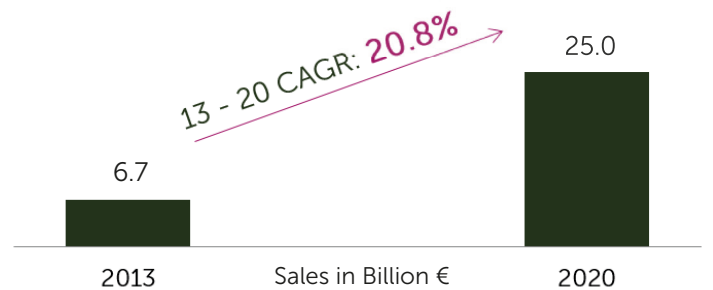
- Berlin (Germany)  
Headquarter elumeo SE
- Rome (Italy)
- Birmingham (United Kingdom)
- Chanthaburi (Thailand)
- Hongkong (China)

elumeo employs around 1,100 people at five sites in Europe, Thailand and China

## 5 market trends from which elumeo benefits:

- Internationalization and consolidation of the European jewelry market
- Growth of branded jewelry, majority of the market remaining unbranded
- Reconfiguration of the channel landscape towards a global online penetration
- Hybrid consumption (increasing demand for affordable (fine) jewelry)
- Increasing demand for „fast fashion“ including vertical integration

Expectations for the global online jewelry sales



McKinsey: „The jewelry industry in 2020“



# Factsheet

# elumeo

## Investment Highlights

- elumeo is one of Europe's fastest-growing jewelry retailers, generating annual revenue growth of around 30% on average since 2009
- Strong market position: present in all of Europe's key jewelry markets
- International expansion by reproducing the company's German business model
- Fully integrated and scalable low-cost business model, controlling almost the entire supply chain, which allows a product offering at most competitive prices and the further geographical expansion
- Pioneering in live-commerce via company-run TV channels in Germany, Italy and the UK
- High customer loyalty with around 70% repeat customers (in % of revenue)
- Strong track record in terms of profitability and growth

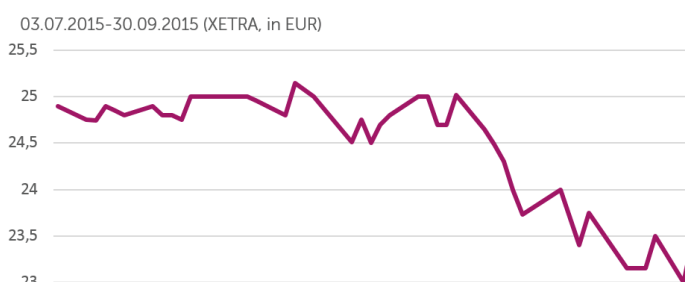
Key Data	1 Jan – 30 Sep 2015	1 Jan – 30 Sep 2014
Revenue in T€	54,164	50,038
EBITDA in T€ (adjusted)	-1,144	2,830
EBITDA margin (adjusted)	-2.1%	5.7%
Equity ratio	69.6%	70.4%

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## Price Development



## Key Data

Securities	
Identification Number	A11Q05
ISIN	DE000A11Q059
Ticker symbol	ELB
Industry	retail
Trading Segment	Prime Standard (regulated market)
Type of shares	nor-par-value ordinary bearer shares
Share capital per piece (first quotation)	5,500,000
First trading day	3 July 2015
Freefloat (first quotation)	31.36%
Total market capitalization (first quotation)	137.5 Mio. €

## Financial Calendar 2015

27 Nov 2015  
 Publication of quarterly financial report (Q3/2015)

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