

eluméo

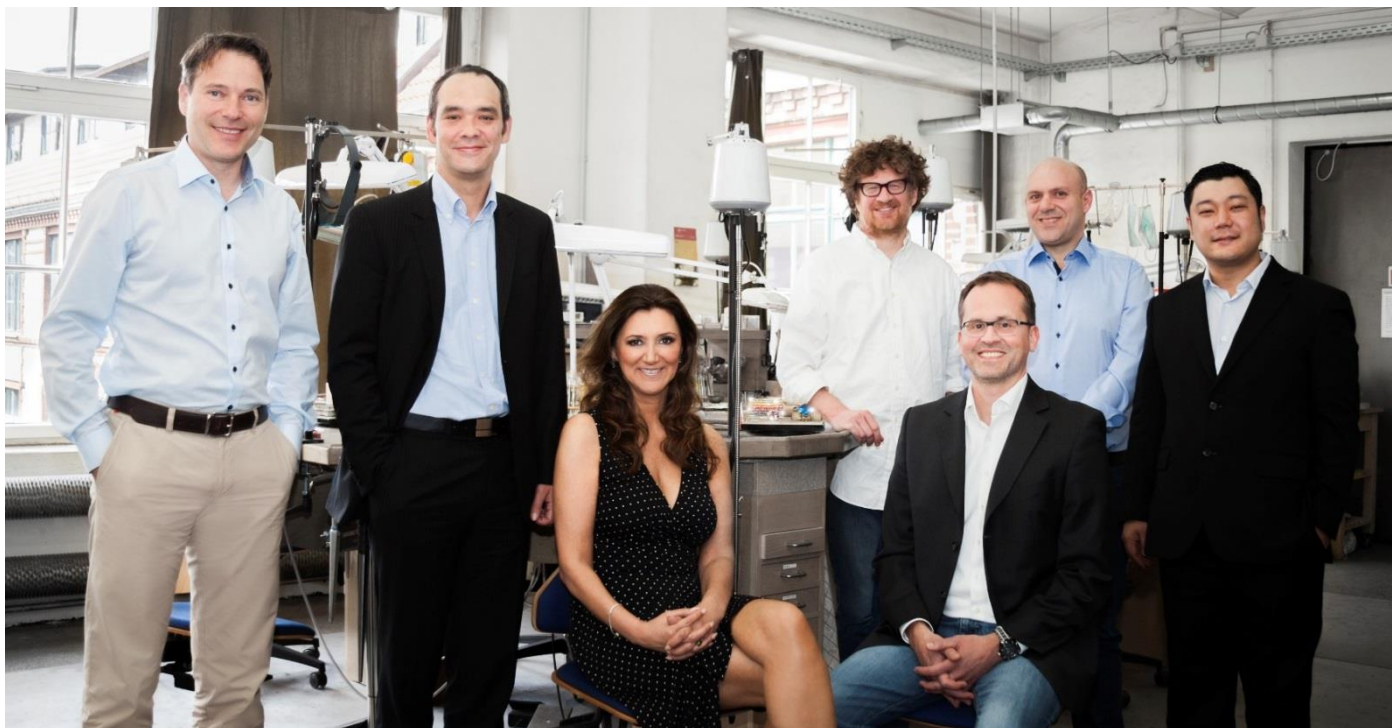
9-months financial presentation
(Q3/9M 2015)

November 2015

One of the leading electronic jewelers in Europe



Management team: more than 70 years of combined professional experience



Boris Kirn

Chief Operating Officer
CEO at K1010 and various management
positions at Hewlett-Packard

Deborah Cavill

Non-executive Board member
Experienced jewelry designer since
2003

Bernd Fischer

Chief Financial Officer
More than 10 years of
management experience as CFO

Mitsunari Yoshimoto

Chief Production Officer
Gemstone buyer with more than
10 years of experience

Thomas Jarmuske

Chief Merchandising Officer
15 years of media and TV experience
6 years in gemstone merchandising

Wolfgang Boyé

Chairman of the Board
10 years of electronic
retailing experience

Don Kogen

Vice Chairman of the Board
More than 20 years of experience in the
gemstone and jewelry industry



elumeo at a glance

Key facts

- elumeo is a manufacturer and electronic retailer of gemstone jewelry
- Our mission is to make fine jewelry an affordable luxury for everyone
- We are positioned as the price leader, selling one of the widest product ranges at the most competitive prices

Key financials and key performance indicators

	2009 ⁽¹⁾	2014 ⁽²⁾	CAGR 09-14
Revenues (€m)	19.2	70.8	29.8%
Products sold ⁽³⁾	291k	947k	26.6%
Active customers ⁽³⁾⁽⁴⁾	35k	97k	22.6%
Unique visitors	237k	2,015k	53.4%
Countries	1	8	

elumeo's success story

2008

- Foundation of elumeo
- Germany launched
- Launch of first online shop in Germany

2010/11

- UK acquired
- Italy launched

2012

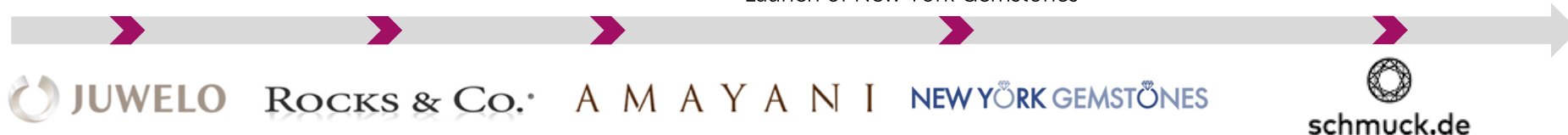
- France launched (eCommerce platform)

2014

- Formal merger⁽⁵⁾ creating elumeo SE
- Spain and Netherlands launched (eCommerce platforms)
- Launch of Bidding agent in France
- Launch of Samsung Smart TV App in Germany
- Launch of Mobile App in Germany
- Launch of New York Gemstones

2015

- Webshop Belgium
- Website USA
- Schmuck.de acquired
- Juwelo France S.A.S formed
- Mobile App across Europe
- TV APPs on multiple platforms



(1) Juwelo Germany; (2) elumeo Group; (3) 2014 data shown post returns for Germany, UK and Italy; (4) Active customers defined as customers who purchased and did not return at least one product during the corresponding year; (5) Merger between the production, trading and distribution companies, which started their operations through a Joint Venture formed in 2008



Summary

Total sales for 9M 2015 increased by around 8% to EUR 54.1 million (EUR 50.0 million in 2014)

Technical issues following the relocation of the UK activities

- Unavailability of products
- Significant impact on sales and margins in September and October 2015
- Since November 2015 sales have reached the previous levels but are still below expectations

Short-term reduction in sales volumes due to a move to raise margins for newly produced product by raising Average Selling Prices (ASPs)

- In Q4 2015 sales volumes have started to get back to the previous growth trajectory

Implementation of the new gemstone acquisition model completed

- Group margin for new products significantly higher
- Expectations for gross margin in Q4 2015 and 2016 increased
- Q3 2015 margins do not yet fully reflect this change due to legacy product and one-off effects in the United Kingdom



Official opening of the new factory on 16 November 2015



- The factory building has been completed and all equipment installed
- The factory was officially opened on November 16. The opening is being followed by a gradual move of the existing factory into the new premises
- After a very attractive financing offer by SCB (Siam Commercial Bank) the factory was purchased (fully debt financed) to secure the strategically indispensable production site



A fully automated warehouse has been successfully launched in Germany



- We implemented fully automated commissioning systems in our warehouses in Germany and the UK in Sep/Oct 2015
- We have refined our vertically integrated value chain model by reducing our fulfillment costs through automated logistics
- These new systems will make many human tasks between production and shipping of our products and their delivery to the end customer redundant and reduce friction and human error



Presentation of new Line "JAHDO" by Johanna Joop

JAHDO
designed by Johanna Joop

- JAHDO is an exclusive product line developed in cooperation between Juwelo and Johanna Joop, the daughter of famous jewelry designer Jette Joop
- The collection is being produced using the group's gemstock at the factory in Chantaburi
- The collection will be presented in special, dedicated shows on television and in the webshop



Webshop launches in Italy and USA on track in Q4 2015

LE MILLE E UNA GEMMA
*Una selezione esclusiva di gioielli
con un'ampia scelta di pietre preziose!*
Restate sintonizzati su Juwelo TV

LA SORPRESA DELLE 20!
*Una incantevole selezione di gemme,
offerte speciali o gioielli meravigliosi! Juwelo
vi stupirà ogni giorno con una sorpresa diversa!*
Non perdetevi le occasioni di Juwelo

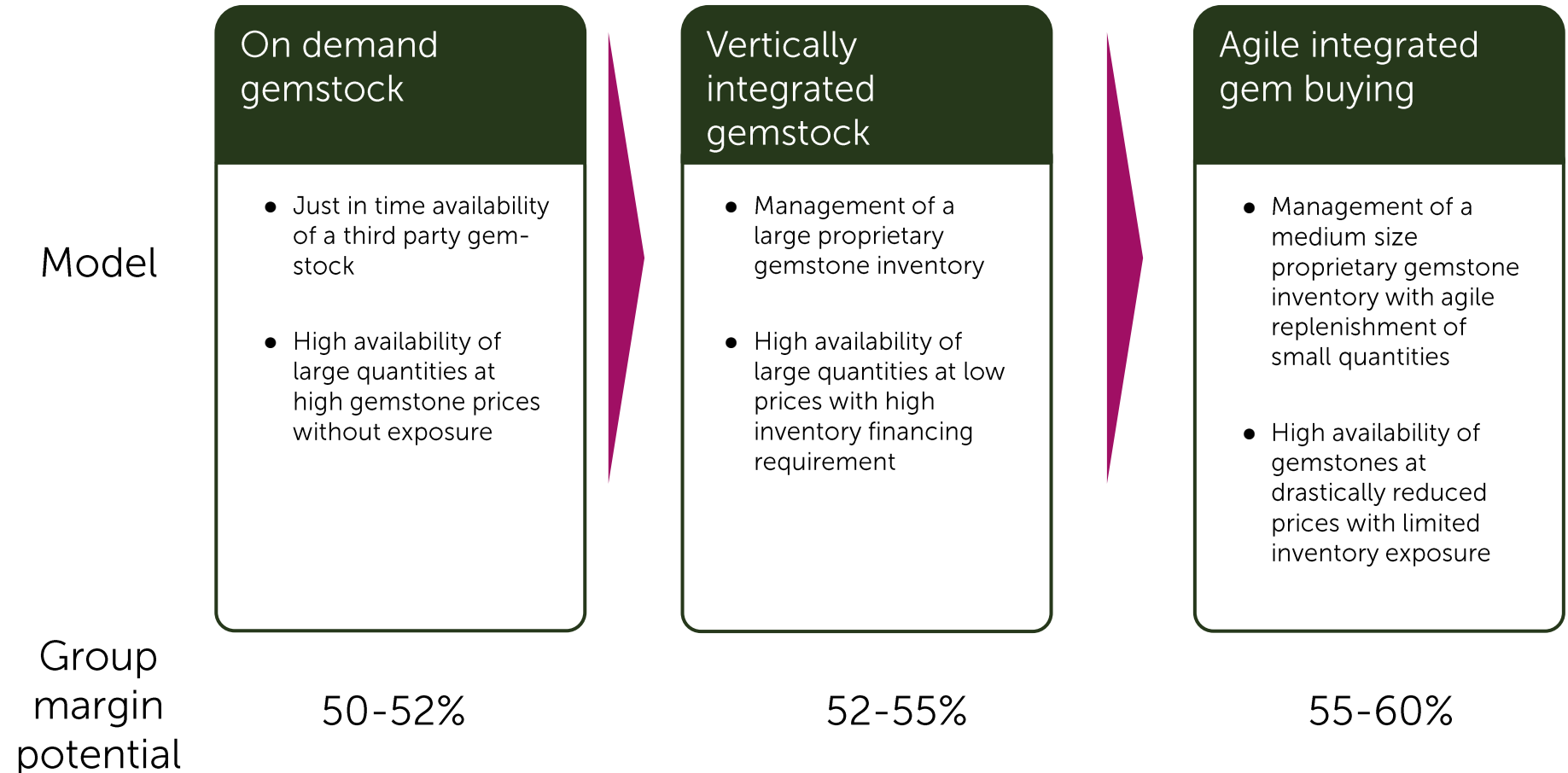
THE FASCINATING WORLD OF GEMSTONES
*Discover a world of fabulous
and colorful gemstones with Juwelo.com*

DAZZLING COLORS
*Submerge yourself into the vibrant
and colorful world of gemstones*

- Expansion efforts in the United States (juwelo.com) and Italy (juwelo.it) are proceeding according to plan
- Juwelo.com will be operated by our 100% US subsidiary Juwelo USA, Inc.
 - Legal entity has been founded
 - Partnering with eFulfillment Service, Inc., a leading and award-winning eCommerce fulfillment center in the US
- Web shop juwelo.it will be operated by Juwelo Italia S.r.L.
- Web shop launches of Juwelo.it and Juwelo.com are expected in Q4 2015

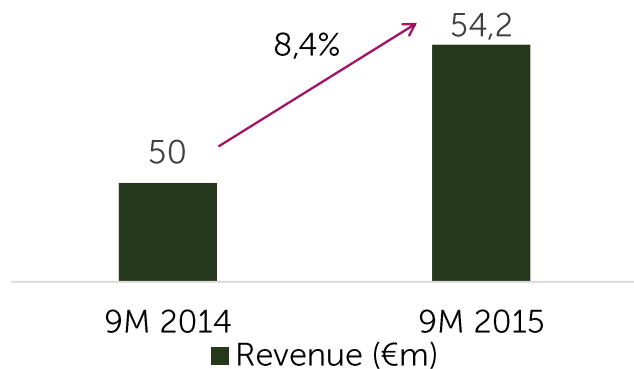


Agile integrated gemstone-buying: In Q3 2015 elumeo has driven integration one level further

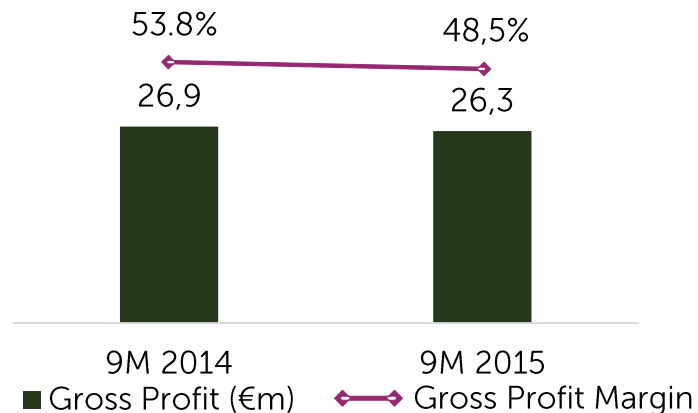


9M 2015 vs. 9M 2014 performance – Overview

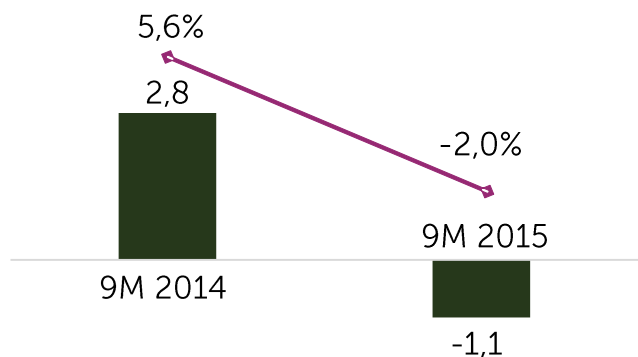
Revenues



Gross profit



Adjusted EBITDA and margin



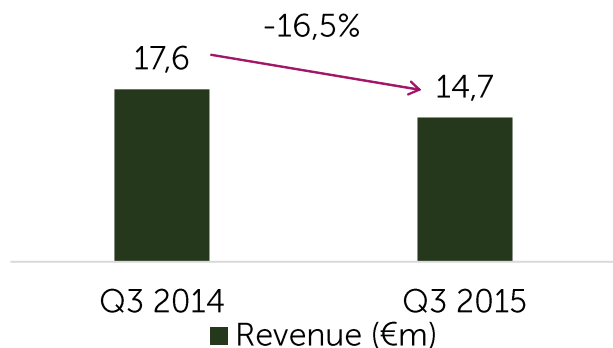
Comments

- Total increase in sales of 8.4% and in pieces sold of 16.0% in 9M 2015 compared to 9M 2014
- Share of new customers for Germany from web-only increased from 25% in 9M 2014 to 46% in 9M 2015
- Significant drop in high-margin revenues in UK
- High rate of high-value sales at low margins in Germany

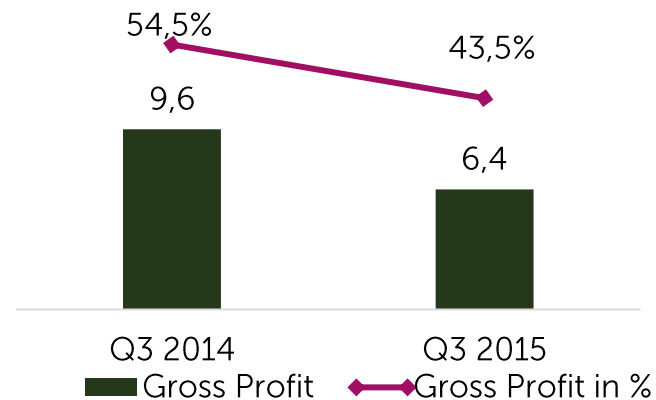


Q3 2015 vs. Q3 2014 performance – Overview

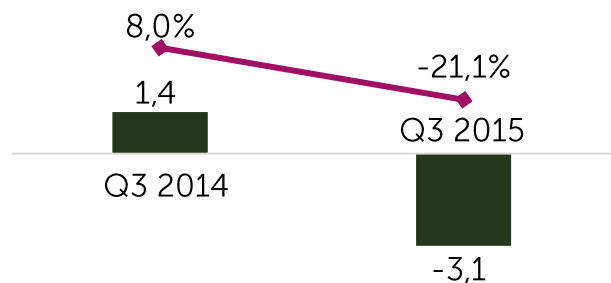
Revenues



Gross profit



Adjusted EBITDA and margin



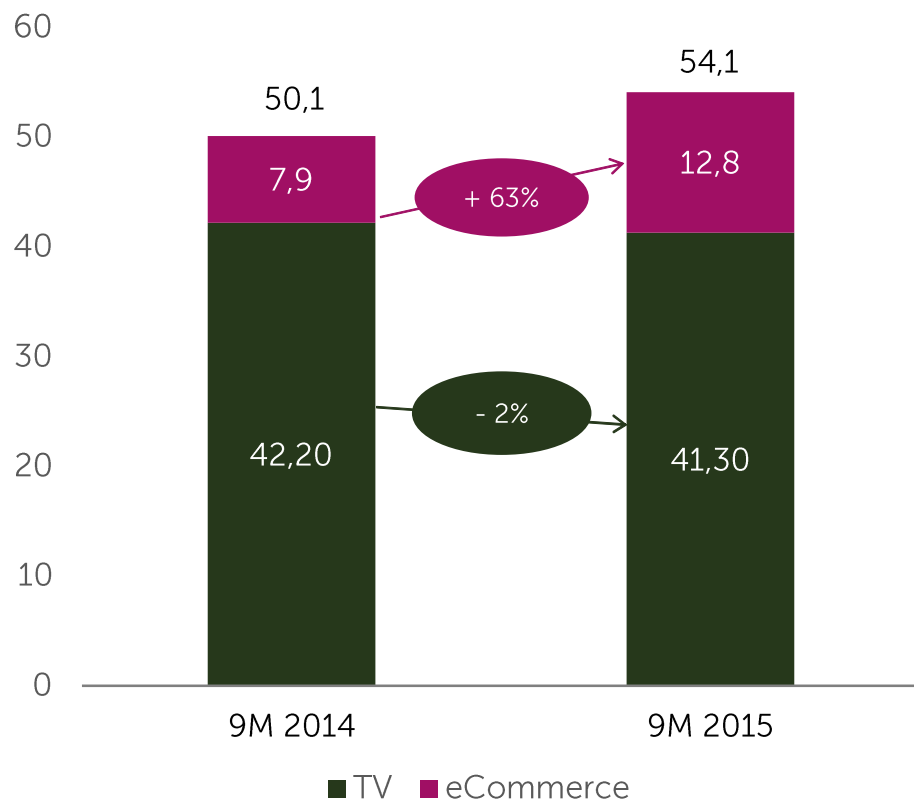
Comments

- Decrease in revenues of 16.5% and of 20% in pieces sold in Q3 2015 compared to 9M 2014
- Share of new customers for Germany from web-only increased from 30% in Q3 2014 to 47% in Q3 2015
- Significant drop in high-margin revenues in UK
- High rate of high-value sales at low margins in Germany



eCommerce continues to show highest growth-rates

Revenue in EURm



Key facts

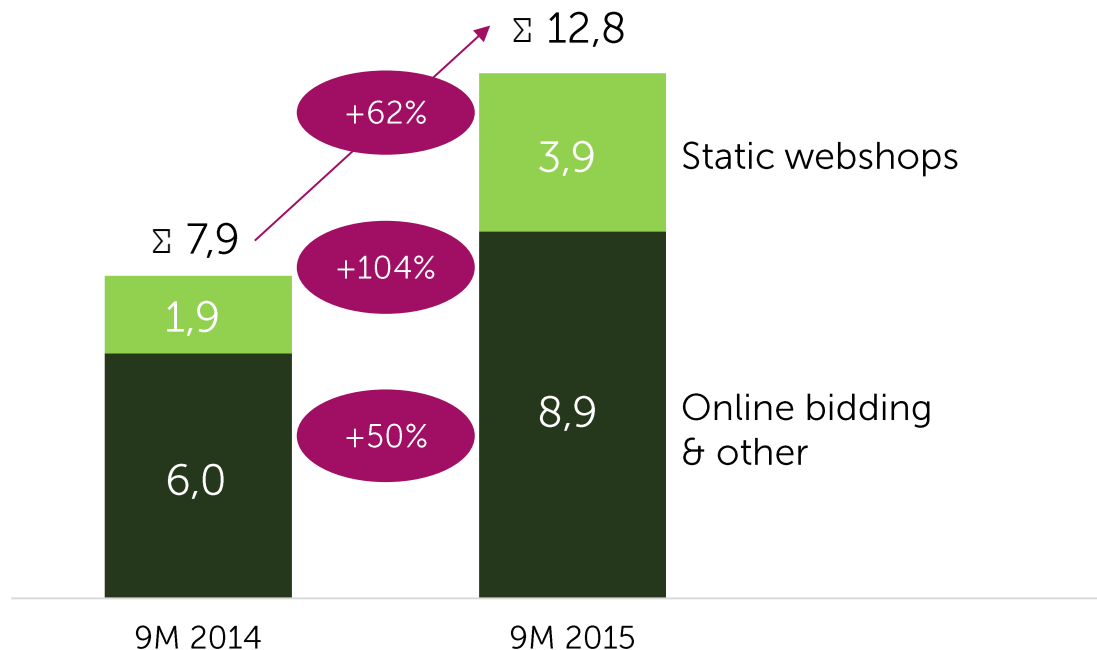
- elumeo's continued investment into eCommerce has resulted in an increase of revenues in this field
- Juwelo.de has been the largest contributor in sales. Juewlo.fr, Juwelo.es and Juwelo.nl have shown promising growth rates
- The launch of juwelo.it and juwelo.com is proceeding according to plan and should be completed before the end of 2015

Source: Derived from elumeo's internal systems, unaudited



Static webshops growing fastest in elumeos eCommerce

Development of European eCommerce (€ Mn.)



Key Drivers

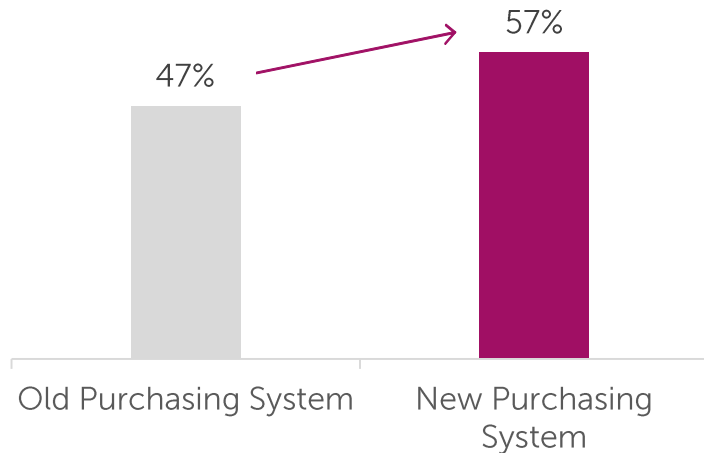
- Increasing acceptance of Jewelry as an online product resulting in a younger "online audience"
- Better cross promotion of offering between TV and online

Source: Derived from elumeo's internal systems, unaudited



Gross Margin development 2015

Target gross margin transition



Share of new product shipments from factory

- Q3 2015 product shipments to sales territories contained an increasing share of higher margin products originating from the new purchasing system
- In Q3 2015 the share of new products was approaching 33% and growing
- Once new higher margin products are sold to the market at higher shares, the weighted average gross margin from new and existing products is expected to increase

Source: Derived from elumeo's internal systems, unaudited



Profit and Loss Statement

	Q3 2015		Q3 2014		01.01. - 30.09.2015		01.01. - 30.09.2014	
Revenue	14.683	100%	17.586	100%	54.164	100%	50.038	100%
Cost of goods sold	8.272	56,3%	8.022	45,6%	27.909	51,5%	23.095	46,2%
Gross profit	6.411	43,7%	9.564	54,4%	26.256	48,5%	26.944	53,8%
Selling expenses	7.232	49,3%	6.776	38,5%	20.871	38,5%	19.719	39,4%
Administrative expenses	2.448	16,7%	2.766	15,7%	7.586	14,0%	7.023	14,0%
Other operating income	34	0,2%	13	0,1%	89	0,2%	1.547	3,1%
Other operating expenses	766	5,2%	88	0,5%	940	1,7%	273	0,5%
Earnings before interest and taxes (EBIT)	-4.002	-27,3%	-52	-0,3%	-3.051	-5,6%	1.476	2,9%
Interest income	1	0,0%	0	0,0%	4	0,0%	3	0,0%
Interest and similar expenses	-95	-0,7%	-0	0,0%	-226	-0,4%	-0	0,0%
Financial result	-95	-0,6%	-0	0,0%	-222	-0,4%	3	0,0%
Earnings before income taxes (EBT)	-4.097	-27,9%	-52	-0,3%	-3.273	-6,0%	1.479	3,0%
Income tax	726	4,9%	316	1,8%	439	0,8%	90	0,2%
Earnings for the period	-3.370	-23,0%	264	1,5%	-2.834	-5,2%	1.569	3,1%



Adjusted EBITDA

EBITDA (before special influences)	-3.765	-25,6%	136	0,8%	-2.424	-4,5%	1.984	4,0%
Effects from foreign currency translation	-131	-0,9%	826	4,7%	271	0,5%	872	1,7%
Directly attributable transaction cost recognised as expenses as well as other IPO and restructuring related expenses	537	3,7%	88	0,5%	711	1,3%	273	0,5%
Equity-settled share-based remuneration	69	0,5%	0	0,0%	69	0,1%	0	0,0%
Extraordinary expenses attributable to relocation of R&C	229	1,6%	0	0,0%	229	0,4%	0	0,0%
Income from TV production services	0	0,0%	-8	0,0%	0	0,0%	-705	-1,4%
Selling and administrative expenses for the provision of TV production services	0	0,0%	322	1,8%	0	0,0%	1.230	2,5%
Income from the release of the negative goodwill from the acquisition of PWK	0	0,0%	0	0,0%	0	0,0%	-805	-1,6%
Income relating to past accounting periods	0	0,0%	0	0,0%	0	0,0%	-19	0,0%
Special influences	704	4,8%	1.228	7,0%	1.280	2,4%	846	1,7%
Adjusted EBITDA	-3.060	-20,8%	1.363	7,8%	-1.144	-2,1%	2.830	5,7%



Balance sheet

ASSETS

EUR thousand	30 Sep 2015	31 Dec 2014
Non-current assets		
Intangible assets	1.045	727
Property, plant and equipment	9.637	2.286
Receivables due from related parties	0	74
Other financial assets	490	388
Other non-financial assets	2.005	509
Deferred tax assets	2.787	2.167
Total non-current assets	15.964	6.152
Current assets		
Inventories	38.542	21.419
Trade receivables	3.568	1.961
Receivables due from related parties	558	635
Other financial assets	177	77
Other non-financial assets	3.973	2.170
Cash and cash equivalents	16.306	2.431
Total current assets	63.123	28.694
Total assets	79.087	34.846



Balance sheet

EQUITY & LIABILITIES

EUR thousand	30 Sep 2015	31 Dec 2014
Equity		
Issued capital	5.500	4.000
Retained earnings	16.202	19.037
Net assets attributable to shareholders	0	0
Foreign currency translation reserve	698	1.489
Total equity	55.058	24.525
Non-current liabilities		
Financial debt	11.773	0
Trade payables	45	0
Other non-current financial liabilities	299	176
Provisions	431	365
Other non-financial liabilities	25	25
Sum non-current liabilities	12.574	566



Balance sheet

EQUITY & LIABILITIES

EUR thousand	30 Sep 2015	31 Dec 2014
Current liabilities		
Financial debt	1.014	0
Other financial liabilities	104	10
Provisions	87	320
Liabilities due to related parties	53	9
Trade payables	8.535	7.342
Tax liabilities	0	117
Other non-financial liabilities	1.662	1.957
Sum current liabilities	11.455	9.755
Total equity & liabilities	79.087	34.846



Cash Flow Statement

EUR thousand	1 Jan - 30 Sep 2015	1 Jan - 31 Dec 2014
Earnings before interest and taxes (EBIT)	-3.051	+2.513
+/- Depreciation and amortisation on non-current assets	627	696
+/- Increase/decrease in provisions	-167	290
+/- Equity-settled share-based payments	69	0
+/- Other non-cash expenses/income	-861	118
+/- Loss/gain on disposal of non-current assets	0	-6
+ Proceeds from interest income	1	6
- Interest expenses paid	-232	-3
+ Proceeds from income tax	6	14
- Income tax paid	-1.998	-5
-/+ Increase/decrease in inventories	-17.123	-10.792
-/+ Increase/decrease in other assets	-2.823	2.169
+/- Increase/decrease in other liabilities	1.088	3.634
= Cash flow from operating activities	-24.463	-1.366



Cash Flow Statement

EUR thousand	1 Jan - 30 Sep 2015	1 Jan - 31 Dec 2014
- Payments for investments in intangible assets	-393	-751
- Payments for investments in property, plant and equipment	-8.274	-935
+ Proceeds from sale of intangible assets		
and property, plant and equipment	1	11
+ Proceeds from acquisition of subsidiaries		
(including cash and cash equivalents)	0	16
= Cash flow from investing activities	-8.665	-1.659
+ Proceeds from increase in financial debt	12.787	0
+ Proceeds from increase in financial liabilities	4	62
+ Proceeds from capital increases of shareholders	34.088	120
-/+ Other proceeds from shareholders	0	3.488
= Cash flow from financing activities	+46.880	+3.670
= Cash and cash equivalents on end of reporting period	+16.306	+2.431



Table of contents

1 elumeo at a glance

2 Highlights in 2015

3 Financials

4 Outlook Q4 2015 and 2016

5 Points of contact

6 Appendix



Q4 2015 and 2016 Outlook

Following a large number of sales initiatives the outlook for Q4 2015 and into 2016 is positive

- Introduction of the JAHDO line designed by Johanna Joop
- Relaunch of the webshop in the United Kingdom
- Launch of a new webshop in Italy
- Increased distribution in Italy
- Relaunch of schmuck.de
- Launch of Juwelo.com in the United States

Based on these initiatives we expect revenues to grow in 2016 between 15% and 20% which is slightly lower than previous expectations due to postponing the launch of Juwelo France to Q4 2016/Q1 2017

In 2016 we expect a positive impact from our new purchasing model and a continuous increase of group margin as the share of sales in these products increases. Currently the gross margin achieved with the new products is slightly above 57%



Table of contents

1 elumeo at a glance

2 Highlights in 2015

3 Financials

4 Key investment highlights

5 Points of contact

6 Appendix



Table of contents

1 elumeo at a glance

2 Highlights in 2015

3 Financials

4 Key investment highlights

5 Points of contact

6 Appendix



Disclaimer

This presentation is for information purposes only and elumeo SE does not assume any liability for the completeness or correctness of the information provided in the presentation. Persons receiving this presentation are advised not to unreasonably rely on the information contained in the presentation. elumeo SE does not assume any obligation to update statements contained in this presentation and to adjust them to any future results and developments.

