



## **Ad-hoc-announcement pursuant to Art. 17 (1) MAR**

### **elumeo SE: elumeo SE consolidates broadcasting and closes down unprofitable business in the UK**

Berlin, 18 December 2017

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Listed: Regulated Market in Frankfurt (Prime Standard)

elumeo SE has decided to continue the operation of the eCommerce business as well as profitable parts of the TV business in the UK by the German group company Juwelo Deutschland GmbH. The other, loss-making parts of the UK subsidiary Rocks & Co. UK Limited will be closed down with effect as of today. This shall stop the continuous losses made in the UK.

The forecasts for the last quarter and the full financial year 2017 stay nonetheless valid and are not affected.

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

The elumeo Group, which has its headquarters in Berlin, is the 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 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 also offers a full line of jewelry on schmuck.de.

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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