

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

elumeo SE decides on restructuring program of EUR 5.9 million for 2025 and lowers forecast for 2024

Berlin, 31.3.2025 – The board of directors of elumeo SE (ISIN DE000A11Q059), the leading electronic retailer of gemstone jewelry in Europe, has decided on a package of structural measures in addition to the cost-cutting steps already taken last year. In order to ensure the future competitiveness of the elumeo group, the daily live broadcasting operation will be shortened to 10 hours, numerous overhead functions will be streamlined and the range will focus on jewelry above EUR 50 per piece. Personnel capacities will be adjusted with a view to these measures. The program #Juwelo100 to increase sales adopted last year will be continued. However, the planned targets will be achieved up to three years later than previously planned.

Expenses totaling around EUR 0.9 million are expected to be incurred for the structural measures to adjust capacity in the 2025 financial year.

The preparation of the annual financial statements for 2024 financial year is on schedule, the publication is scheduled for April 28, 2025. Based on preliminary figures, revenue and margin for 2024 are slightly below the forecast, and the forecast for adjusted EBITDA will be adjusted downwards to up to EUR -1 million. For 2024, the company previously expected a slight year-on-year decline in sales between -4% and -1%, a gross profit margin between 47% and 49% and adjusted EBITDA between EUR 0.5 and 1.5 million.

About elumeo SE:

The elumeo Group, headquartered in Berlin, is the leading European company in the electronic direct sale of high-quality gemstone jewellery. Through a variety of electronic sales channels (TV, Internet, Smart TV and smartphone app), the listed company offers its customers colored gemstone jewelry at reasonable prices. The elumeo Group operates home shopping television stations in Germany, Austria, Switzerland, Spain and Italy as well as webshops in Germany, Austria, Switzerland, Great Britain, Italy, France, the Netherlands, Spain and Belgium. The elumeo Group operates the AI-controlled video shopping app Jooli with its 100% subsidiary jooli.com GmbH.

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