

# elumeo

## Corporate News

### **elumeo SE gets off to a good start in financial year 2021**

- **Q1 revenue increases by more than 20% compared to the previous year**
- **Positive segment EBITDA in Q1 in the range of EUR 1.0 million**
- **Growth of at least 10% expected for the full year 2021 compared to the previous year**
- **Juwelo app to launch new feature in early April**
- **Final figures for financial year 2020 as expected. Publication of the 2020 Annual Report scheduled for 22 April 2021**

**Berlin, 26. March 2021** – elumeo SE has gotten off to a successful start to the financial year 2021. According to initial projections, sales of the leading European company in the electronic distribution of high-quality gemstone jewelry rose by more than 20% year-on-year in the first quarter of 2021 (Q1 2020: EUR 10.3 million). EBITDA improved even more strongly. According to preliminary figures, earnings in this area are expected to reach nearly a seven-digit figure.

Based on the positive development in the third and fourth quarters of financial year 2020 as well as the key figures for the first quarter of 2021, the management expects revenue growth in the low double-digit % range for the full year 2021. For the gross profit margin, the company forecasts a stable development of more than 50%. Gross profit is expected to develop slightly disproportionately. Adjusted segment EBITDA for 2021 is expected to be in the low to mid-single-digit million range.

To strengthen sales activities and customer activation, elumeo is launching a new feature of its high-reach Juwelo app. The new moving image feature called “My Juwelo” optimizes the sales process and makes a significant contribution to the user experience. After the launch shortly before Easter in 2021, customers will be able to order their desired items conveniently and intuitively by simply swiping directly from the product video view. The Juwelo app selects the items tailored to the individual customer’s needs using an AI-controlled algorithm.

The pending action for damages brought by SWM Treuhand AG against elumeo SE will continue to have no bearing on the final figures for the past financial year 2020. The hearing on this matter took place on 24 February at the Berlin Regional Court. Based on the hearing, elumeo SE continues to assume that the lawsuit has no chance of success. The pronouncement of judgment has now been scheduled for 31 March 2021. elumeo SE expects the written reasons for the judgment to be available three weeks later at the latest.

In order to be able to correctly present the outcome of the proceedings in the 2020 Annual Report, the management has decided, in consultation with the auditors, not to publish it until 22 April 2021, when the written grounds for the judgment are available. All information provided to date on the course of financial year 2020 has been confirmed by the auditor as part of the annual audit thus far.

elumeo SE significantly increased its revenue, gross profit and earnings in financial year 2020. Compared to financial year 2019, revenue increased by 9% from EUR 39 million to EUR 42 million. At the same time, the gross profit margin improved from 48.2% in 2019 to 52.6% in 2020. The figures for revenue and gross profit in 2019 are adjusted for the closed site in Rome. In connection with the

cost-cutting programme completed in 2020, elumeo again generated clearly positive segment EBITDA of EUR 0.9 million in the past financial year and thus returned to profitability one year earlier than expected.

**About elumeo SE:**

The Berlin-based elumeo Group is the leading European company in the electronic distribution of high-quality gemstone jewelry that is mainly produced in India and Thailand. Through a variety of electronic sales channels (such as TV, the Internet, smart TV and smartphone app), the listed company offers its customers primarily coloured gemstone jewelry at low prices. Sales are made via direct distribution. For example, the elumeo Group operates home shopping TV channels in Germany and Italy as well as web shops in Germany, the UK, Italy, France, the Netherlands, Spain and Belgium.

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