

elumeo SE publishes its consolidated financial statements for financial year 2015

- Revenue increases by approximately 3%, eCommerce continues to drive growth
- Earnings and sales for financial year 2015 impacted by one-off effects in the UK
- Growth expected to continue in 2016 thanks to the successful launch of important projects and collaborations

Berlin, 30 March 2016 – elumeo SE, a leading electronic retailer of gemstone jewelry in Europe, published its consolidated financial statements for 2015 today. Compared with the same period of the prior year, the elumeo Group managed to increase its revenue by 2.9% from EUR 70.8 million in 2014 to EUR 72.6 million in 2015. Here, eCommerce was once again the growth driver. Revenue from eCommerce sales rose by 104% to EUR 18.4 million from EUR 9.0 million the prior year. Group revenue from TV sales declined slightly to EUR 54.2 million in the reporting period compared to EUR 61.8 million for the same period last year. This represents a decrease of 12%. Adjusted EBITDA amounted to EUR 0.2 million and was adjusted by special influences of EUR 7.9 million in total.

With respect to adjustments, one-time costs mainly in connection with the result of Rocks & Co from relocation of business activities in the United Kingdom amounting to EUR 4.7 million (prior-year period: EUR 0 million), losses from currency translation of EUR 1.2 million (prior-year period: EUR 1.0 million) and the IPO costs of EUR 1.3 million (prior-year period: EUR 1.2 million) were eliminated.

Prior to the adjustments, EBITDA for the financial year 2015, which was impacted by these special influences, amounted to EUR -7.7 million (prior-year period: EUR 3.2 million).

EUR thousands	01.01. - 31/12/2015
EBITDA (before adjusting of special influences)	194
Result of R&C from relocation of business activities	4,699
Effects from foreign currency translation	1,244
IPO and restructuring related expenses	1,258
Equity-settled share-based remuneration	359
Extraordinary expenses attributable to relocation of R&C	269
Extraordinary losses from disposal of assets in connection with reconstruction measures related to the acquisition and installation of semi-automatic picking, warehousing and conveying systems	80
Special influences	7,910
EBITDA (before adjusting of special influences)	-7,715

After completing a year impacted by one-off effects, elumeo SE looks forward to 2016 with optimism.

The first measures planned with the proceeds from the IPO were already executed in the second half of 2015 and a few of these measures have already been fully implemented. They include the transition to a new model for procuring gemstones by having several external agents on the ground. The products that are procured and produced based on the new model have a gross margin of around 57%. The company now expects the Group margin for all of its sales to increase to this same high level by the fourth quarter of 2016.

In addition, the domain schmuck.de, which the company acquired, was successfully integrated with effect from 1 October 2015. This means that elumeo has not only increased its online presence in Germany, but also now offers a wider range of products, which should appeal to the younger generation, in particular. Cooperation with Kat Florence Design Limited concerning the luxury jewelry line KAT FLORENCE, for which Sarah Jessica Parker was signed to be the new face, is yet another project. This line of jewelry is exclusively available for purchase in Germany, Italy and the UK via shopping channels. elumeo SE has also made great progress and achieved results with other projects.

The new factory in Thailand was completed in mid-November and production has been transferred over to it. Due to the higher capacity and the use of modern technical standards, elumeo expects to have more efficient workflows in jewelry, which should have a positive impact on the Group's gross margin.

The fully automated warehouses in Germany and at the sites in the UK and Italy were also successfully put into operation just recently. This should increase the efficiency of internal logistics processes and thus sustainably improve the Group's profitability.

elumeo also opened a new Internet shop in the US in December 2015 and in Italy in December 2015. Another web shop is planned in Scandinavia in 2016.

The complete figures for the financial year 2015 are available for downloading starting today on the company's website <http://www.elumeo.com> in the Investor Relations / Financial Reports section.

About elumeo SE:

The elumeo Group, which has its headquarters in Berlin, is a leading European online retailer of high-quality gemstone jewelry, which the Group produces in Thailand. The publicly traded company elumeo offers its customers in Europe 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 will now also be offering a full line of jewelry on schmuck.de.

The elumeo Group's product range includes jewelry made from a variety of different gemstones, with some of the pieces designed partly by the customers themselves. The Group is also represented in the market for high-end gemstone jewelry with its premium brand AMAYANI and the distribution of the KAT FLORENCE jewelry line.

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.

Corporate News

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