

Ad-hoc-announcement pursuant to §15 WpHG (German Securities Trading Act)

elumeo SE: Earnings for Q3 2015 negatively impacted by one-off effects; Forecast for financial year 2015 lowered

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Listed: Regulated Market in Frankfurt (Prime Standard)

elumeo SE has lowered its forecast for financial year 2015 while preparing its financial statements for the third quarter of 2015. This adjustment was made necessary by one-off effects in the United Kingdom.

Due to unforeseen challenges in moving from its previous location Leamington Spa to Birmingham in the UK, the elumeo Group experienced increased one-off costs that will have an impact on the consolidated earnings of the third quarter and financial year 2015. A number of technical problems were the main reasons for the challenges at the new site. In addition, there were differences in inventory figures that are currently being investigated. This lowered the company's revenue and income significantly in September and October. Since November 2015, sales figures have returned to their previous level. elumeo SE therefore does not believe it will be able to realize the positive effects it had previously expected in 2015 to a significant extent until financial year 2016.

Contrary to the forecast, elumeo SE now expects consolidated revenue in 2015 slightly above the previous year. Thereby, negative consolidated earnings cannot be excluded.

elumeo SE will announce its complete consolidated revenue for the third quarter and for the first nine months of 2015 on Friday, 27 November.

About elumeo SE:

The elumeo Group, which has its headquarters in Berlin, is a leading European online retailer of gemstone jewelry, which is produced by the elumeo Group in Thailand. Via a number of electronic distribution channels (including television, the Internet, smart TV and smartphone app), the group offers its customers in Europe colored gemstone jewelry at comparatively low prices. The distribution model used 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, France, the Netherlands, Spain and Belgium. Low-value items are marketed to customers worldwide via the Hong Kong-based "New York Gemstones" outlet channel.

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 exclusive gemstone jewelry by the premium brand AMAYANI.

elumeo

The elumeo Group was founded as a joint venture in 2008 in Berlin and Chanthaburi, Thailand, and has subsequently expanded to other European markets. In 2014, the companies involved bundled the operating business under the holding company elumeo SE. The elumeo Group employs approximately 1,100 people in five different locations worldwide.

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