

### Positive sales trend continues for elumeo in July and August 2016

**Berlin, 21 September 2016** – elumeo SE, a leading electronic retailer of gemstone jewelry in Europe, posted further sales growth in the months of July and August 2016 thanks to the sales measures introduced and communicated in the second quarter.

“The sales measures introduced at the start of the second quarter of 2016 had a positive impact on our sales in the first two months of the third quarter, despite the traditionally weaker sales in midsummer,” commented Wolfgang Boyé, Chairman of the Executive Board of elumeo SE.

elumeo SE had already announced these revenue-related measures in a Corporate News announcement on 21 June 2016. They include new television program formats and special programs for the KAT FLORENCE Collection. The roll-out of a comparable package of measures in Italy at the end of the second quarter is also showing initial positive effects on the Italian market.

“In light of how sales are developing, we are confident that the Group’s revenues in the third quarter of 2016 will be well above the level of the prior-year period that was influenced by one-off effects just as we had expected,” commented Bernd Fischer, CFO and speaker of the Executive Board of elumeo SE.

In July and August 2016, consolidated turnover increased by 38.4% to EUR 12.5 million after EUR 9.0 million compared to the same period of last year. Overall, the significant revenue growth was realized in the area of e-commerce sales, which continues to grow disproportionately strongly compared to the same period of last year. In addition, the classic TV business has also developed positively in the German market.

The decline in sales in Italy was reduced significantly compared to previous quarters. In the UK, sales figures were once again at a stable level compared to the same period of last year. Overall, however, the business in the UK is still under great pressure due to the ongoing currency pressure that the British pound is under.

elumeo SE will announce the complete consolidated financial figures for the entire third quarter of 2016 on Thursday, 17 November 2016.

#### **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 mainly produces itself in Thailand. The publicly traded company elumeo offers its customers in Europe coloured 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. For instance, the elumeo Group operates home-shopping TV channels in Germany, the UK and Italy, and online stores in Germany, the UK, Italy, France, the Netherlands, Spain, Belgium

## Corporate News

# elumeo

and the USA. Lower cost items are marketed to customers worldwide via the Hong Kong-based "New York Gemstones" online stores. Furthermore, the company now also offers a full line of jewelry on [schmuck.de](http://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 sells 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.

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