

Ad-hoc announcement

elumeo SE: Offer price fixed at € 25 per share and number of shares placed fixed at 1,725,000 for elumeo's Initial Public Offering in the Prime Standard of the Frankfurt Stock Exchange

Berlin, 1 July 2015 –elumeo SE, a leading electronic retailer of gemstone jewelry in Europe, ("elumeo" or the "Company") (ISIN: DE000A11Q059, WKN A11Q05) fixed the offer price for shares in connection with its Initial Public Offering ("IPO") together with Société Générale Corporate & Investment Banking and Baader Bank AG as Joint Global Coordinators and Joint Bookrunners at € 25 per share.

All 1,500,000 new shares from the capital increase of the Company were fully placed. The existing shareholders decided, not to sell any additional shares apart from the over-allotment. From overall 1,725,000 shares 1,500,000 shares will stem from a capital increase of the Company against cash contributions. The Company will therefore receive gross proceeds of approximately € 37.5 million and net proceeds of approximately € 32.1 million. The Company intends to use the net proceeds from the sale of such new shares to broaden its product offering, to enhance its price leadership as well as to invest in digital and international expansion. The remaining 225,000 placed shares stem from the holdings of the two largest existing shareholders and were placed in connection with an over-allotment.

The initial listing of elumeo SE's shares in the Prime Standard segment of the regulated market of the Frankfurt Stock Exchange is scheduled to take place on 3 July 2015.

< End of ad-hoc announcement >

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.

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 and in 2014 achieved a consolidated revenue of around €71 million. As well as elumeo SE, which is based in Berlin, Germany, the Group's subsidiaries include Juwelo TV Deutschland GmbH (also in Berlin); Juwelo Italia, s.r.l. in Rome, Italy; Rocks and Co Production Limited in Leamington Spa/Warwick, United Kingdom; Porn Wong Kitt

Not for distribution in the United States, Canada, Australia or Japan

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Company Limited with sites in Chanthaburi and Bangkok, Thailand; and Silverline Distribution Limited, Hong Kong, China.

For further information, see our websites <http://www.elumeo.com>, <http://www.juwelo.de>, <http://www.amayani.de>, <http://www.rocksandco.com>, <http://www.juwelo.it>, <http://www.juwelo.fr>, <http://www.juwelo.nl>, <http://www.juwelo.es>, <http://www.juwelo.be> and <http://newyorkgemstones.com>.

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This publication constitutes neither an offer to sell nor a solicitation to buy securities. The offer will be made solely by means of, and on the basis of, a published securities prospectus. An investment decision regarding the publicly offered securities of elumeo SE should only be made on the basis of the securities prospectus. The securities prospectus is available free of charge from elumeo SE, Erkelenzdammm 59/61, 10999 Berlin, or on www.elumeo.com.

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