



Press Release

elumeo SE: IPO to take place as planned presumably on 3 July 2015

- Placement price EUR 25 per share. Shares from capital increase completely placed
- Financing of growth strategy secured

Berlin, 1 July 2015 – elumeo SE (“elumeo” or the “Company”), a leader in the electronic distribution of high-quality jewelry in Europe, will be executing its IPO as planned, despite a difficult market environment. Trading of the shares in the Prime Standard of the Regulated Market of the Frankfurt Stock exchange will begin as planned presumably on 3 July 2015.

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 remaining 225,000 placed shares stem from the holdings of the two largest existing shareholders and were placed in connection with an over-allotment.

Wolfgang Boyé, Cofounder and Chairman of the Executive Board of elumeo SE, notes, “Our proven and scalable business model with an international focus and our completely integrated value creation chain have been received very positively by investors. We consider the IPO, particularly in the current market environment, to be extremely successful for elumeo. With the full placement of the planned capital increase with a volume of EUR 37.5 million, we have paved the way for successfully expanding our growth strategy. That was the reason for our IPO and we managed to achieve it. The Company intends to use the net proceeds from the capital increase to broaden its product offering, to enhance its price leadership as well as to invest in digital and international expansion.

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

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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 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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