

## Corporate News

### elumeo SE to acquire domain "schmuck.de"

Berlin-based manufacturer and retailer of genuine gemstone jewelry expands its online presence

Berlin, September 22, 2015 – elumeo SE, a leading publicly traded company that specializes in electronic sales of self-produced gemstone jewelry in Europe, has announced that it will be acquiring the well-known domain "schmuck.de" and thus expanding its online presence in Germany. The purchase price for the domain amounts to a low six-figure sum.

By acquiring the web presence of schmuck.de, the jewelry dealer that was established in 2002, the elumeo Group is systematically continuing its growth strategy as the company had previously announced. "Our online business is growing very dynamically as we had planned. In the first half of 2015, we succeeded in acquiring 45% of our new customers with our online business compared to only 22% the year before. By acquiring schmuck.de, we will now be able to address the online market even more intensively and continue to expand this sales channel as planned. We want to systematically take advantage of the growth potentials that this market offers," explains Bernd Fischer, CFO and Speaker of the Executive Board.

elumeo will offer a full range of jewelry via the domain that the company is acquiring. The current range of affordable gemstone jewelry will be expanded to also include accessories such as engagement rings, watches and other classic jewelry without gemstones. "We will continue to offer visitors to schmuck.de an extensive range of jewelry at the usual low prices. We want to appeal to the younger generation as well by expanding our product range. Therefore, we will also be expanding our purchasing of jewelry for a while as part of our cooperation with external partners in order to complete our range. In the long term, however, we will be expanding our own production to include the relevant product groups," adds Thomas Jarmuske, Chief Merchandising Officer.

The Berlin-based company is currently active in nine European markets and, as of just recently, also on the American jewelry market and intends to continue expanding its online presence.

#### 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.

# elumeo

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 and achieved consolidated sales of around €71 million in 2014. Besides 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 Productions Limited in Birmingham, United Kingdom; PWK Limited with sites in Chanthaburi and Bangkok, Thailand; and Silverline Distribution Limited, Hong Kong, China.

For further information, please visit 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>, <http://www.juwelo.com>, <http://newyorkgemstones.com> and <http://www.schmuck.de/>.

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