

## Corporate News

### **elumeo SE: gemstone jewelry manufacturer and retailer relocates British headquarters to Birmingham**

Rocks and Co., a subsidiary of elumeo SE, fits into the overall concept of the international eCommerce merchant better by moving

Birmingham, September 11, 2015 – Rocks and Co., the British subsidiary of the publicly traded company elumeo SE, is relocating its headquarters from its current site in Leamington Spa to Birmingham. The new headquarters will offer many benefits for elumeo's British subsidiary. Rocks and Co. will not only have a new studio that it can use to produce its own TV show, but also a fully automated warehouse for optimal processing of shipments of the jewelry, most of which the company produces itself. Fully automated stock picking will increase productivity in the warehouse by about 30%.

As part of the move, elumeo's subsidiary will also be redesigned and linked to the group's overall growth strategy. "The time has come for us to move our British site," says Wolfgang Boyé, Chairman of the Executive Board. "With this move, we are not only optimizing the warehouse here, but also redesigning our subsidiary. This will include the launch of a mobile app that is already available in Germany and France, as well as the redesign of the website [www.rocksandco.com](http://www.rocksandco.com). This is being adapted to the corporate design of the existing sales channels of elumeo SE. We are confident that we will now be optimally equipped to achieve our objectives."

Moving to Birmingham will not only offer Rocks and Co. an optimized warehouse, the redesign will also provide better access to qualified personnel, which the company will need in order to achieve the growth it is striving for. Furthermore, the British sales site will be fully integrated into the international elumeo Group in terms of its appearance.

The elumeo Group is thus continuing with the vertical expansion that it had announced previously in order to be able to strengthen its position as Europe's leading supplier of affordable gemstone jewelry.

#### **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.

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> and <http://newyorkgemstones.com>.

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