

Press Release

elumeo pursues international expansion

Berlin-based company launches Juwelo online shops in the Netherlands and Spain

Berlin, 22 August 2014 – As from May 2014 and June 2014 respectively, jewellery and gemstone enthusiasts in the Netherlands and Spain can now also purchase hand-crafted accessories on the internet from online stores operated by Juwelo, a subsidiary of elumeo SE. Alongside an extensive range of jewellery, customers in the Netherlands and Spain are able to access valuable information on the various gemstones, including care instructions, from the localised websites run by Juwelo at <http://www.juwelo.nl/> and <http://www.juwelo.es/>. The Berlin-based elumeo Group has thus further expanded its presence in two of Europe's key markets.

The portfolio presented by the online shops includes jewellery featuring more than 500 different types of gemstones, accentuated by precious metals such as gold and silver. The exquisite collections are produced by elumeo, an acknowledged expert in the field of coloured gemstones, at its own manufacturing facility in Chanthaburi, Thailand. The sheer breadth of this range is unique, attracting customers in Germany, the UK, Italy and France – now joined by consumers in the Netherlands and Spain.

Gemstone jewellery designed by elumeo excels not only in view of its diversity and quality but also with regard to its price. This is underpinned by the integrated business model applied by elumeo: all steps – from purchasing of gemstones to the production of jewellery – are performed in-house by experts in their field. What is more, the Berlin-based company operates without intermediaries, thus guaranteeing affordable prices for its customers.

252 words and 1,695 items

About elumeo SE:

Based in Berlin, the elumeo Group is one of Europe's leading manufacturers and distributors of high-quality jewellery. Operating through a range of sales channels in the areas of e-commerce and smart broadcasting, the company offers customers throughout Europe coloured gemstone jewellery at affordable prices. Its business model is based solely on direct selling.

The range offered by the elumeo Group includes pieces of jewellery featuring a variety of gemstones. In addition, the Berlin-based company has established its own premium brand by the name of AMAYANI, which is targeted at the high-end market for coloured gemstone jewellery.

The companies operating in the elumeo Group were founded in Berlin and Chanthaburi/Thailand in 2008 and subsequently achieved considerable growth. In 2014, the separate entities were formally brought together as elumeo SE. The elumeo Group employs more than 1,100 people worldwide at six sites around the globe. In 2014, the Group is expected to generate sales revenue of around €70 million. Alongside elumeo SE, Berlin, Germany, the Group includes, among others, the subsidiaries Juwelo TV Deutschland GmbH, Berlin, Germany, Juwelo Italia s.r.l, Rome, Italy, Rocks and Co Productions Limited, Leamington Spa/Warwick, United Kingdom, PWK Limited, Chanthaburi and Bangkok, Thailand, as well as Silverline Distribution Limited, Hong Kong, China.

The elumeo Group operates online shops in Germany, the United Kingdom, France, the Netherlands and Spain, in addition to serving the global market via New York Gemstones.

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For additional information, please refer to the respective 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> and <http://newyorkgemstones.com>.

Contact:

elumeo SE
Public Relations
Stefanie Frey, Helena Seidel
Erkelenzdamm 59/61, D-10999 Berlin
Phone: +49 30 69 59 79-336
Fax: +49 30 69 59 79-20
E-mail: presse@elumeo.com