

Press Release

elumeo builds new factory to reinforce growth and market position

Substantial increase in production capacity through expansion of operating facility in Chanthaburi

Berlin, 19 September 2014 – Construction work on the new elumeo jewellery production facility in Chanthaburi, Thailand, commenced on 7 September 2014. The building project will help elumeo SE in its efforts to secure further growth and cement its market position in Europe for several years to come. In response to growing global demand for gemstone jewellery, the company is planning to raise its manufacturing capacity over the long term.

"On completion of this project, we will be in a position to expand plant productivity by 10%," says Mitsunari Yoshimoto, Managing Director of PWK Limited, Chanthaburi, a subsidiary of elumeo SE. The investment totalling €7.5 million will also enable the company operating within the elumeo Group to produce up to 2.4 million pieces of jewellery per year and provide employment for up to 1,200 people at the site. The new building is scheduled for completion in around ten months' time, and two months later the 750 employees currently working at the site are to move into the new premises. "The new facility is a dream come true," says Mitsunari Yoshimoto. "I was also overwhelmed to see the delight expressed by my colleagues at the prospect of a company canteen and kindergarten."

The ceremonial event of placing the cornerstone was attended by 350 staff members of PWK Limited, Chanthaburi, as well as by Chief Operating Officer Boris Kirn, Governor of Chanthaburi Province Samard Loyfar and Chargé d'affaires at the German Embassy in Bangkok Dr. Peer Gebauer. In his speech, Dr. Gebauer praised the long-standing relationship between Thailand and Germany, to which elumeo SE has made a significant contribution.

Press images can be downloaded at <http://elumeo.com/press/downloads>.

295 words und 1,886 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.

elumeo

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.

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>.

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