

Press Release

New app from elumeo allows jewelry lovers to “buy live” – from any location

Berlin-based company becomes a pioneer in the new retail trend “live commerce”

Berlin, 5 March 2015 – elumeo SE, a leading European electronic retailer of high-quality gemstone jewelry with production facilities in Thailand, has taken a decisive step forward in terms of its e-commerce offering. In launching the Juwelo app, it has become one of the pioneers of the new retail trend of “live commerce”. The new app by the Berlin-based firm combines the benefits of TV, the Internet and smartphones in a new form of “live purchase”. The app, developed in-house, allows users to follow current offers from Juwelo TV in real time on their mobile devices – and includes an interactive “bid function”. As a result, there is no longer any reason for gemstone enthusiasts from Germany, the EU and Switzerland to miss out on the jewelry they like.

“In e-commerce, the boundaries between the TV, Internet and telephone sales channels are becoming more and more blurred. We’re also seeing evidence of this in the many hits our website receives from mobile devices”, says Boris Kirn, elumeo’s Chief Operating Officer. Using the Juwelo app, customers with mobile Internet access can view the Juwelo TV programmes streamed live from Germany and can bid in real time on current offers. By being able to interact directly, compete for the restricted number of jewelry items and as a result influence the offering price, the customer can play an active part in the sales process. As Kirn explains, “With the Juwelo app, we’re taking the logical step of orienting our business model to our customers’ needs and extending our customers’ buying experience under the heading of live commerce. Whether customers use the live service or buy from our fixed-price range instead, they’ll still benefit, of course, from the all-round elumeo service.”

The Juwelo app is currently available on Android devices and on Apple’s iOS operating system. After downloading the app free of charge, the customer registers with his or her telephone number and is then sent a security code. Next, the current live offer is displayed on the device, together with the most important information about the piece of jewelry being sold. In addition, customers using Android devices can watch the presenters talking about the items via the Juwelo TV live stream. The very latest price and the number of items on offer are also displayed in real time. The customer can simply click to place a bid and will then be called back by the elumeo customer service team to confirm the purchase, contact details and payment information. “The app makes the buying experience for our customers even more attractive. We see this as the start of a new chapter in elumeo’s story of success,” adds Wolfgang Boyé, founder and Chairman of the Board at elumeo. The app, then, is the new element in the ongoing development of the company’s business model.

Current photo material regarding elumeo can be downloaded from our website via <http://www.elumeo.com/press/downloads>.

505 words, 3088 items



About elumeo SE:

The elumeo Group, which has its headquarters in Berlin, is a leading European online retailer of high-quality gemstone jewelry, which is produced by the elumeo Group in Thailand. Via a number of electronic sales channels (including television, the Internet, Smart TV and smartphone app), the group offers its customers in Europe colourful gemstone jewelry at comparatively inexpensive 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, Italy, France, the Netherlands and Spain. Unsold stock is 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 by the premium brand AMAYANI.

The elumeo Group was founded as a joint venture in 2008 in Berlin and Chanthaburi, Thailand, and has grown very successfully ever since. In 2014, the companies involved underwent a formal merger to become elumeo SE. The elumeo Group employs approximately 1,100 people in six different locations worldwide and in 2014 achieved sales of around €71 million. As well as 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 Leamington Spa/Warwick, United Kingdom; PWK 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> and <http://newyorkgemstones.com>.

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