

elumeo

Quarterly Statement
Q3/2022



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Group key figures Q3/2022

EUR thousand <small>(unless indicated otherwise)</small>	Q3 2022		Q3 2021		QoQ in %	9M 2022		9M 2021		QoQ in %
Revenue	10.930	100.0%	11.675	100.0%	-6.4%	34.453	100.0%	37.725	100.0%	-8.7%
Gross profit	6.050	55.4%	6.432	55.1%	-5.9%	18.420	53.5%	20.744	55.0%	-11.2%
EBITDA	326	3.0%	573	4.9%	-43.2%	421	1.2%	2.290	6.1%	-81.6%
Adjusted-EBITDA	710	6.5%	665	5.7%	6.8%	1.868	5.4%	2.493	6.6%	-25.1%
Depreciation and amortisation	215	2.0%	244	2.1%	-11.9%	668	1.9%	726	1.9%	-8.0%
EBIT	110	1.0%	329	2.8%	-66.4%	-247	-0.7%	1.564	4.1%	-115.8%
Total comprehensive income	116	1.1%	290	2.5%	-60.0%	-343	-1.0%	1.461	3.9%	-123.5%
Selling and administrative expenses	6.058	55.4%	6.132	52.5%	-1.2%	19.290	56.0%	19.303	51.2%	-0.1%
Total assets¹	25.919		27.874		-7.0%					
Total equity	13.422	51.8%	13.714	49.2%	-2.1%					
Working capital	8.318	32.1%	6.478	23.2%	28.4%					
Net cash flow from operating activities	82		-39		311.7%	-1.498		1.578		-194.9%
Net cash flow from investing activities	-13		-99		86.8%	-36		-276		87.0%
Net cash flow from financing activities	-93		-97		4.6%	-276		-293		6.1%
Items sold [pieces] ²	138.540		141.867		-2.3%	410.810		430.535		-4.6%
Average number of items sold per active customer [pieces]	1.7		2.4		-29.4%	5.1		7.3		-31.0%
Average sales price (ASP) [EUR]	79		82		-4.1%	84		88		-4.3%
Gross profit per item sold [EUR]	44		45		-3.7%	45		48		-6.9%
Average basket [EUR] ³	184		181		1.7%	194		195		-0.5%
Share marketing expenses of revenue webshop	19.5%		15.3%		4.2 p.p.	18.8%		15.4%		3.4 p.p.
Customer Value after one year ⁴	309		456		-32.2%					
Customer Value after five years ⁴	892		1.036		-13.9%					
Web traffic breakdown										
[in % of channel]										
Organic	21.4%		25.4%		-4.0 p.p.	22.5%		26.1%		-3.6 p.p.
Direct	12.5%		10.2%		2.3 p.p.	11.3%		11.1%		0.2 p.p.
Paid	41.4%		35.6%		5.8 p.p.	39.9%		36.6%		3.3 p.p.
Mail	8.3%		8.1%		0.2 p.p.	7.9%		7.4%		0.5 p.p.
Other	16.4%		20.7%		-4.3 p.p.	18.4%		18.8%		-0.4 p.p.
New customers breakdown										
TV	1.746		1.958		-10.8%	5.326		6.391		-16.7%
Web	6.448		8.334		-22.6%	20.983		26.925		-22.1%

¹ Adapted prior year numbers

² Change of prior year numbers from sent pieces to ordered pieces

³ Average basket before cancellations and returns

⁴ Based on rolling cohorts

Note: In the presentation for 2021, administrative expenses and the associated earnings figures were adjusted by EUR 8 thousand.



Capital market information

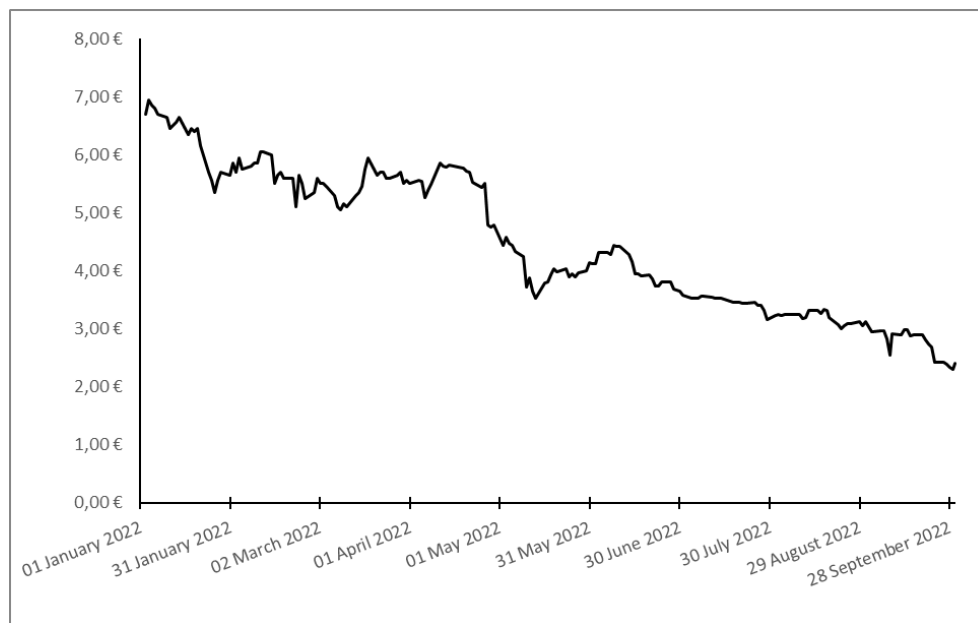
Master data and key figures for the elumeo SE share

(Status: 30. September 2022)

WKN	A11Q05
ISIN	DE000A11Q059
Earnings per share in Q3 2022	EUR 0.02
Number of shares outstanding	5.500.000
XETRA closing price at the balance sheet date	EUR 2.4 0
Market capitalization	EUR 13.2 million

Development of the share price

(1 January to 30. September 2022: XETRA, EUR)



Shareholder structure

Shareholder structure (as of September 30, 2022)	Shareholdings
1. Blackflint Ltd.	26.66%
2. Members of the Board of Directors and Directors	11.18%
3. Free float	62.16%



Publication of results Q3/2022

Basics

The principles and methods of the elumeo Group described in the annual report for the financial year ending 31 December 2021 ("Annual Report 2021") continue to apply in principle.

General information and comparability of data

The quarterly statement covers the period from 1 January to 30 January. September 2022 ("9M 2022"). The quarterly reporting period covers the period from 1. July to 30. September 2022 ("Q3 2022"). The year-on-year changes are referred to as nine-month period to nine-month period ("9Mo9M") or quarter-to-quarter ("QoQ").

Business

In the first three quarters of the year, we recorded a slower business development compared to the high growth rates of the previous year. Compared to the same period of the previous year, sales decreased by 8.7%. The decline in revenues caused by the TV business in Italy accounts for a share of 3.0 percentage points or 35% of this but is accompanied by disproportionately high savings in reach costs. The decline in sales can partly be attributed to the exceptionally strong growth in the same period of 2021 of 25.3% say when many European countries were in corona-related lockdown and many of our customers could only buy gemstones and jewelry from home. In addition, several macroeconomic developments in 2022 had a negative impact on the confidence of our customers, in particular the uncertainties caused by the war in Ukraine and the intensified high inflation.

The weaker performance of the euro against the Indian rupee and the Thai baht led to a decline in the gross profit margin.

The elumeo Group has further developed its video shopping app jooli. With short, entertaining videos, jooli offers a completely new shopping experience that is unique in Europe. The videos are produced by independent partners, controlled, and played out via jooli's affiliate platform and billed via a commission model. Expenses of EUR 1.3 million were incurred for the further development of the app. Development expenses were not capitalized.

Adjusted for expenses for jooli, for the stock option plan 2021, expenses for other periods and currency effects, the key figure, adjusted earnings before interest, taxes, depreciation and amortization (adjusted s-EBITDA) amounted to EUR 1.9 million.

Explanations of the individual financial ratios are provided in the following sections.



Results of operations, net assets, and financial position

(1) Revenues

EUR thousand % of revenue	Q3 2022		Q3 2021		QoQ in %	01.01. - 30.09.2022		01.01. - 30.09.2021		9Mo9M in %
Revenue from product sales	10.921	99,9%	11.661	99,9%	-6,3%	34.420	99,9%	37.676	99,9%	-8,6%
Other revenue	9	0,1%	14	0,1%	-34,8%	32	0,1%	50	0,1%	-35,1%
Revenue	10.930	100,0%	11.675	100,0%	-6,4%	34.453	100,0%	37.725	100,0%	-8,7%

(2) Marketing costs

EUR thousand % of revenue	Q3 2022		Q3 2021		QoQ in %	01.01. - 30.09.2022		01.01. - 30.09.2021		9Mo9M in %
Broadcasting and channel rental costs	1.411	12,9%	1.655	14,2%	-14,8%	4.400	12,8%	4.914	13,0%	-10,5%
Personnel expenses	1.297	11,9%	1.201	10,3%	8,0%	4.102	11,9%	4.154	11,0%	-1,3%
Moderators, producers and translators	227	2,1%	192	1,6%	18,4%	589	1,7%	561	1,5%	5,1%
Zahlungskosten	169	1,5%	124	1,1%	36,7%	449	1,3%	412	1,1%	8,8%
Sales and marketing expenses	785	7,2%	654	5,6%	20,1%	2.623	7,6%	2.056	5,5%	27,6%
Expenses from AOP	12	0,1%	0	0,0%	n.a	46	0,1%	0	0,0%	n.a
Depreciation, amortization and impairment loss	81	0,7%	106	0,9%	-23,2%	178	0,5%	305	0,8%	-41,8%
Other selling expenses	276	2,5%	260	2,2%	6,1%	985	2,9%	866	2,3%	13,8%
Selling expenses	4.259	39,0%	4.191	35,9%	1,6%	13.372	38,8%	13.269	35,2%	0,8%

Selling expenses increased slightly in Q3 2022 compared to the previous year. This was mainly due to increased investments in online marketing for the video shopping app jooli. At the same time, the cost of TV broadcasting fell significantly by -14.8% due to the abandonment of direct broadcasting in Italy.

(3) Administrative costs

EUR thousand % of revenue	Q3 2022		Q3 2021		QoQ in %	01.01. - 30.09.2022		01.01. - 30.09.2021		9Mo9M in %
Personnel expenses	952	8,7%	916	7,8%	4,0%	2.933	8,5%	2.847	7,5%	3,0%
Depreciation, amortization and impairment loss	134	1,2%	138	1,2%	-3,2%	409	1,2%	421	1,1%	-2,7%
Equity-settled share-based remuneration	42	0,4%	2	0,0%	>1.000%	159	0,5%	7	0,0%	>1.000%
Legal advice costs	178	1,6%	105	0,9%	70,5%	414	1,2%	597	1,6%	-30,6%
Post, telecommunications, IT costs	112	1,0%	130	1,1%	-13,4%	357	1,0%	341	0,9%	4,5%
Rent and lease expenses	5	0,0%	26	0,2%	-81,2%	36	0,1%	32	0,1%	11,3%
Maintenance work	31	0,3%	24	0,2%	33,3%	116	0,3%	121	0,3%	-3,5%
Expenses for external services and fees	193	1,8%	116	1,0%	66,2%	358	1,0%	412	1,1%	-13,2%
Traveling expenses	39	0,4%	19	0,2%	109,0%	114	0,3%	86	0,2%	33,1%
Other material costs	112	1,0%	466	4,0%	-76,1%	1.023	3,0%	1.170	3,1%	-12,6%
Administrative expenses	1.799	16,5%	1.941	16,6%	-7,3%	5.919	17,2%	6.034	16,0%	-1,9%

(4) Other operating income

EUR thousand % of revenue	Q3 2022		Q3 2021 angepasst*		QoQ in %	01.01. - 30.09.2022		01.01. - 30.09.2021 angepasst*		9Mo9M in %
Sales tax offset for motor vehicle benefits in kind	5	0,0%	5	0,0%	6,7%	16	0,0%	14	0,0%	16,9%
Operating income of related parties	3	0,0%	3	0,0%	0,0%	8	0,0%	8	0,0%	0,0%
Gains from foreign currency translation	54	0,5%	19	0,2%	188,8%	107	0,3%	50	0,1%	115,7%
Miscellaneous other operating income	56	0,5%	2	0,0%	>1.000%	518	1,5%	171	0,5%	202,8%
Other operating income	118	1,1%	29	0,2%	315,5%	649	1,9%	243	0,6%	167,6%



(5) Financial

EUR thousand % of revenue	Q3 2022		Q3 2021		QoQ in %	01.01. - 30.09.2022		01.01. - 30.09.2021		9Mo9M in %
Interest expenses from leasing	13	0,1%	15	0,1%	-14,0%	40	0,1%	47	0,1%	-14,8%
Interest expenses from the compounding of non-current provisions	0	0,0%	8	0,1%	-100,0%	0	0,0%	23	0,1%	-100,0%
Interest expenses and other financial result	13	0,1%	23	0,2%	-42,2%	41	0,1%	70	0,2%	-41,7%
financial result	-13	-0,1%	-23	0,2%	-42,2%	-41	0,1%	-70	0,2%	-41,7%

Interest and similar expenses include interest expense on lease liabilities from rights of use (operating leases of real estate contracts) in accordance with IFRS 16.

The interest expense from the compounding of non-current provisions relates to obligations in connection with the discontinued operation PWK, which are uncertain in terms of type, amount and utilization.

(6) Personnel costs

EUR thousand % of revenue	Q3 2022		Q3 2021		QoQ in %	01.01. - 30.09.2022		01.01. - 30.09.2021		9Mo9M in %
Wages and salaries	1.931	17,7%	1.731	14,8%	11,5%	5.926	17,2%	5.868	15,6%	1,0%
Social security contributions	318	2,9%	385	3,3%	-17,4%	1.109	3,2%	1.134	3,0%	-2,2%
Personnel expenses	2.249	20,6%	2.117	18,1%	6,3%	7.035	20,4%	7.002	18,6%	0,5%

Personnel expenses increased in Q3 2022 compared to the previous year due to development costs in the video shopping app jooli and the wage adjustments made in Q3 as part of the introduction of the minimum wage of 12 euros per hour.

(7) Intangible assets and property, plant and equipment

In Q3 2022, investments were limited to minor replacement investments.

(8) Supplies

Inventories are slightly to EUR 13.0 million decreased (31 December 2021: EUR 13.1 million).

(9) Equity

Subscribed capital

The subscribed capital of elumeo SE amounted to 30. September 2022 total EUR 5,500,000 (31 December 2021: EUR 5,500,000). It is divided into 5,500,000 no-par value shares with a notional share of the subscribed capital of EUR 1.00 per share.

There have been no changes compared with the figures as of 31 December 2021.

Capital reserves

The capital action of elumeo SE as of 30. September 2022 amounts to EUR 34 thousand. 772 and compared with 31. December 2021 (EUR 34 thousand. 567) due to share-based payment commitments in accordance with IFRS 2.



Authorized capital, conditional capital, convertible bonds, and bonds with warrants

There have been no changes compared to the figures as of 30 June 2022.

Share-based payments

No option rights are exercisable at the balance sheet date because either the performance target criterion or the service term criterion are not met.

(10) Other financial liabilities

In addition to minor lease liabilities (finance leases) for semi-automated picking, storage and conveying systems (technical equipment), these relate to the (short- and long-term) lease liabilities from leases for office space (real estate contracts) capitalized as part of the first-time application of IFRS 16.

(11) Deferred taxes

Deferred taxes are generally recognized on differences between the carrying amount recognized in the IFRS consolidated interim financial statements and the carrying amount for tax purposes as well as on tax loss carryforwards, provided that their realizability appears sufficiently certain soon.

(12) Information on the consolidated statement of cash flows

The consolidated cash flow statement was prepared in accordance with IAS 7 *Cash Flow Statement* and shows the change in the elumeo Group's cash and cash equivalents during the reporting period due to cash inflows and cash outflows.



Risk and opportunity report

The elumeo Group has described its risk management system in detail in its Annual Report 2021. The Board of Directors does not currently see any material changes compared to the risks and opportunities comprehensively described therein. In October 2022, elumeo SE was served with a defamation lawsuit by Kat Florence LLC, Florida before the Federal Court of the United States of America in Florida. The basis of this defamation action is a request for information sent by elumeo SE to Gem Shopping Network (GSN) in Atlanta, USA. elumeo SE considers the lawsuit to be without substance and the Federal Court in Florida to have no jurisdiction. elumeo SE therefore requested that the action be dismissed directly and did not set aside any provision for any litigation cases. The expected costs of legal defense are covered by the provisions for legal costs that have already been established.

Outlook

Management expects continued high volatility for the remaining weeks of 2022, depending on the further development of the Covid-19 pandemic and the currently uncertain impact of the war in Ukraine on global economic development. As a result, the forecast refers to a cautious approach to future development and considers possible further negative influences from slumps in demand and supply bottlenecks.

The management assumes that in the overall view for 2022 a decline in sales in the single digit % range must be accepted. In the second half of the first quarter of 2022, Juwelo recorded an above-average decline in revenues in the Italian TV business. Management has therefore decided to reduce the 24-hour distribution of Juwelo in Italy to a transmission window of four to seven hours. The additional decline in sales caused by this accounts for between two and four percentage points of the forecast decline in sales and is accompanied by disproportionately high savings in range costs. For the webshop, it is expected that the recently very strong growth will weaken in 2022 and end up in the low single-digit percentage range. The gross profit margin is expected to remain stable at > 50%. Adjusted EBITDA is expected to be in the low single-digit million range.



Condensed consolidated interim financial statements

Consolidated income statement and consolidated statement of comprehensive income (unaudited)

EUR thousand % of revenue	Q3 2022		Q3 2021		QoQ in %	01.01. - 30.09.2022		01.01. - 30.09.2021		9Mo9M in %
Revenue	10.930	100,0%	11.675	100,0%	-6,4%	34.453	100,0%	37.725	100,0%	-8,7%
Cost of goods sold	4.880	44,6%	5.243	44,9%	-6,9%	16.033	46,5%	16.981	45,0%	-5,6%
Gross profit	6.050	55,4%	6.432	55,1%	-5,9%	18.420	53,5%	20.744	55,0%	-11,2%
Selling expenses	4.259	39,0%	4.191	35,9%	1,6%	13.372	38,8%	13.269	35,2%	0,8%
Administrative expenses	1.799	16,5%	1.941	16,6%	-7,3%	5.919	17,2%	6.034	16,0%	-1,9%
Other operating income	118	1,1%	29	0,2%	315,5%	649	1,9%	243	0,6%	167,6%
Other operating expenses	0	0,0%	0	0,0%	n.a.	-26	-0,1%	120	0,3%	-121,5%
Earnings before interest and taxes (EBIT)	110	1,0%	329	2,8%	-66,4%	-247	-0,7%	1.564	4,1%	-115,8%
Interest and similar expenses	13	0,1%	23	0,2%	-42,2%	41	0,1%	70	0,2%	-41,7%
Financial result	-13	-0,1%	-23	-0,2%	42,2%	-41	-0,1%	-70	-0,2%	41,7%
Earnings before income taxes (EBT)	97	0,9%	306	2,6%	-68,2%	-288	-0,8%	1.495	4,0%	-119,2%
Earnings after income tax from continuing operations	97	0,9%	306	2,6%	-68,3%	-288	-0,8%	1.495	4,0%	-119,2%
<i>Earnings of shareholders of elumeo SE</i>	97	0,9%	306	2,6%	-68,3%	-288	-0,8%	1.495	4,0%	-119,2%
<i>Earnings per share in EUR (basis and diluted) applied to earnings of shareholders total</i>										
- undiluted	0,02		0,06		-68,3%	-0,05		0,27		-119,2%
- diluted	0,02		0,06		-68,2%	-0,05		0,27		-119,3%
Earnings after tax from	97	0,9%	305	2,6%	-68,2%	-288	-0,8%	1.495	4,0%	-119,2%
<i>Earnings of shareholders of elumeo SE</i>	97	0,9%	305	2,6%	-68,2%	-288	-0,8%	1.495	4,0%	-119,2%
<i>Earnings per share in EUR (basis and diluted) applied to earnings of shareholders total</i>										
- undiluted	0,02		0,06		-68,2%	-0,05		0,27		-119,2%
- diluted	0,02		0,06		-68,1%	-0,05		0,27		-119,3%
<i>Average number of shares outstanding</i>										
- basic	5.500.000		5.500.000		0,0%	5.500.000		5.500.000		0,0%
- diluted	5.535.390		5.542.059		-0,1%	5.535.390		5.539.189		-0,1%
Other comprehensive income that may be reclassified to profit or loss in subsequent periods										
Differences from foreign currency translation of foreign subsidiaries	19	0,2%	-15	-0,1%	226,7%	-55	-0,2%	-34	-0,1%	-61,8%
Other comprehensive income	19	0,2%	-15	-0,1%	226,7%	-55	-0,2%	-34	-0,1%	-61,8%
Total comprehensive income	116	1,1%	290	2,5%	-60,0%	-343	-1,0%	1.461	3,9%	-123,5%



Consolidated Balance Sheet (unaudited)

on 30 September 2022 and 31 December 2021

A S S E T S					
EUR thousand % of balance sheet total	30.09.2022		31.12.2021		Abw in %
Non-current assets					
Intangible assets	276	1,1%	336	1,2%	-17,8%
Property, plant and equipment	858	3,5%	1.150	4,1%	-25,4%
Assets from rights of use	1.867	7,6%	2.148	7,7%	-13,1%
Other financial assets	60	0,2%	72	0,3%	-15,7%
Other non-financial assets	177	0,7%	221	0,8%	-19,8%
Deferred tax assets	4.162	17,0%	4.162	14,9%	0,0%
Total non-current assets	7.402	30,3%	8.090	29,0%	-8,5%
Current assets					
Inventories	13.046	53,3%	13.137	47,1%	-0,7%
Trade receivables	1.678	6,9%	2.266	8,1%	-26,0%
Other financial assets	836	3,4%	728	2,6%	14,8%
Other non-financial assets	587	2,4%	895	3,2%	-34,4%
Cash and cash equivalents	921	3,8%	2.759	9,9%	-66,6%
Total current assets	17.068	69,7%	19.785	71,0%	-13,7%
Total assets	24.470	100%	27.874	100%	-12,2%



Consolidated Balance Sheet (unaudited)

on 30. September 2022 and 31 December 2021

EQUITY & LIABILITIES

EUR thousand % of balance sheet total	30.09.2022		31.12.2021		Abw in %
Equity					
Issued capital	5.500	22,5%	5.500	19,7%	0,0%
Accumulated losses	34.772	142,1%	34.567	124,0%	0,6%
Retained losses	-28.766	-117,6%	-28.521	-102,3%	-0,9%
Foreign currency translation reserve	2.070	8,5%	2.167	7,8%	-4,5%
Total equity	13.576	55,5%	13.714	49,2%	-1,0%
<i>Attributable to shareholders of elumeo SE</i>	<i>13.576</i>	<i>55,5%</i>	<i>13.714</i>	<i>49,2%</i>	<i>-1,0%</i>
Non-current liabilities					
Other non-current financial liabilities	1.611	6,6%	1.887	6,8%	-14,6%
Provisions	474	1,9%	474	1,7%	0,0%
Other non-financial liabilities	0	0,0%	25	0,1%	-100,0%
Total non-current liabilities	2.085	8,5%	2.386	8,6%	-12,6%
Current liabilities					
Leasing liabilities	373	1,5%	373	1,3%	0,0%
Provisions	884	3,6%	2.402	8,6%	-63,2%
Trade payables	4.809	19,7%	5.945	21,3%	-19,1%
Advance payments received	138	0,6%	138	0,5%	0,0%
Tax liabilities	672	2,7%	742	2,7%	-9,4%
Other financial liabilities	486	2,0%	486	1,7%	0,1%
Other non-financial liabilities	1.446	5,9%	1.690	6,1%	-14,4%
Total current liabilities	8.808	36,0%	11.775	42,2%	-25,2%
Total equity & liabilities	24.470	100,0%	27.874	100,0%	-12,2%



Consolidated statement of changes in equity (unaudited)

for the period from 1. January to 30. September 2022 and 1 January to 30 September 2021

Reason for change	Attributable to shareholders of elumeo SE				
	Issued capital	Capital Reserve	Retained losses	Foreign currency translation reserve	Total equity
EUR thousand					
01.01.2021	5.500	34.567	-28.520	2.167	13.714
Equity-settled share-based remuneration		205			205
Earnings after tax from continuing and discontinuing operations			-288		-288
Other comprehensive income				-55	-55
Total comprehensive income			-288	-55	-343
30.09.2022	5.500	34.772	-28.808	2.112	13.576



Consolidated Statement of Cash Flows (unaudited)

for the period from 1 January to 30. September 2022 and 1 January to 30 September 2021

EUR thousand	01.01 - 30.09.2022	01.01 - 30.09.2021
Earnings before taxes (EBT) from continuing operations	-247	+1.564
Earnings before interest and taxes (EBIT) from continuing and discontinuing operations	-247	+1.564
+/- Depreciation and amortisation on non-current assets	+668	+726
+/- Increase/decrease in provisions	-1.518	-266
+/- Equity-settled share-based remuneration	+205	+5
-/+ Increase/decrease in inventories	+91	-406
-/+ Increase/decrease in other assets	+872	+403
+/- Increase/decrease in other liabilities	-1.536	-376
- Interest paid	-40	-70
= Cash flow from operating activities	-1.506	+1.578
- Payments for investments in intangible assets	-1	0
- Payments for investments in property, plant and equipment	-35	-271
= Cash flow from investing activities	-36	-276
- Payments for the redemption of leasing liabilities	-276	-292
= Cash flow from financing activities	-276	-293
+/- Net increase/decrease in cash and cash equivalents	-1.818	+1.009
+/- Effects of foreign currency translation on cash and cash equivalents	-21	+1
+ Cash and cash equivalents on beginning of reporting period	+2.759	+2.307
= Cash and cash equivalents on end of reporting period	+921	+3.316



Berlin, 11. November 2022

elumeo SE

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The quarterly statement is also available in English. In the event of differences, the German version shall prevail. This quarterly statement of elumeo SE and other financial publications are available as digital versions on the Internet under www.elumeo.com in the section "Investor Relations / Publications / Financial Reports".

Disclaimer

This release contains forward-looking statements. These statements are based on the current experience, assumptions and forecasts of the Board of Directors and the information currently available to it. The forward-looking statements are not guarantees of future developments and results stated herein. Rather, future developments and results depend on a variety of factors. They involve various risks and uncertainties and are based on assumptions that may prove to be incorrect. elumeo assumes no obligation to update the forward-looking statements made in this release.

