

**PRESS RELEASE**  
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## **Pandora to set up new digital group**

*New unit to drive digital innovation and deliver seamless customer experiences online and offline.*

Pandora is establishing a dedicated group at its Copenhagen headquarters to boost the company's digital presence, omnichannel expertise and use of data. Bringing together software engineers, designers and analysts, the group will be tasked with the rapid evolution of Pandora's digital customer experience and driving sales through digital channels. The group will also strengthen Pandora's abilities to capture, analyse and apply customer data to enable better personalisation of the customer experience.

'How we derive the benefits from technology and data to create a great customer experience is key for us as a global brand. Today marks the next stage in Pandora's digital transformation, as we make this significant investment in our technological capabilities', says David Walmsley, Chief Digital and Omnichannel Officer.

'Data driven customer growth is a strategic bet for Pandora and our ambition is to become best in class at personalisation within 2-3 years. This group will be instrumental in delivering on our aspirations within advanced data analytics', says Peter Holmberg, Chief Information Officer.

The new group will include much expanded inhouse development teams, an inhouse user experience design studio, new supporting planning functions and significantly strengthened data analytics teams.

Locating the group in Copenhagen will allow Pandora to take an important role in the growing Danish tech scene. Pandora expects to hire around 80 new employees in 2020 and expand further in 2021. Key roles include product managers, digital engineers, operations managers, strategy managers and data analysts.

The group is expected to become operational in April 2020.

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### **About Pandora**

Pandora designs, manufactures and markets hand-finished and contemporary jewellery made from high-quality materials at affordable prices. Pandora jewellery is sold in more than 100 countries on six continents through more than 7,500 points of sale, including more than 2,700 concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, Pandora employs more than 26,000 people worldwide of whom more than 11,500 are located in Thailand, where the Company

manufactures its jewellery. Pandora is publicly listed on the Nasdaq Copenhagen stock exchange in Denmark. In 2018, Pandora's total revenue was DKK 22.8 billion (approximately EUR 3.1 billion).

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