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**COMPANY ANNOUNCEMENT**

17 April 2019

## **PANDORA CEO ALEXANDER LACIK TAKES OFFICE ON 23 APRIL**

Following the appointment of Alexander Lacik as new CEO announced 14 February 2019, it is today confirmed that Alexander Lacik will take office on 23 April 2019.

Alexander Lacik says: “I am very pleased to be able to join Pandora quickly. Programme NOW is progressing rapidly, and it is important for me to join the Programme while execution is still in its early phase. I am encouraged about Pandora’s unique position as the world’s largest jewellery brand and I look forward to contributing and driving the transformation journey that will allow us to turn around the growth trajectory of Pandora”.

Alexander Lacik joins Pandora from the position as CEO in Britax Ltd. Prior to that he has worked for Reckitt Benckiser (RB) since 2004 where he held several key management positions including the role as President of the North American division between 2013 and 2017. North America is the biggest division in RB with USD 3.5 billion in revenue, driven by numerous strong brands across a variety of consumer segments.

Peder Tuborgh, Chairman of the Board of Directors, says: “I am happy that Alexander can take office already now. His experience with brand engineering and turnarounds will be of great value for Pandora. With Programme NOW we have a clear direction and strong momentum on our transformation, and Alexander is the right person to make this turnaround a success”.

From 23 April 2019, the Executive Management will consist of Alexander Lacik as President & CEO and Anders Boyer as Executive Vice President & CFO.

## **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 7,700 points of sale, including more than 2,700 concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, Pandora employs more than 32,000 people worldwide of whom more than 14,000 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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