

PRESS RELEASE

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Pandora marks second year of UNICEF partnership with new World Children's Day charm

During the first partnership year, Pandora raised \$3.4 million for UNICEF.

In 2019, Pandora entered into a long-term partnership to help UNICEF reach more than 10 million children and young people and provide them with opportunities to learn, express themselves and find work in the future. Today, Pandora continues its commitment to the partnership with the launch of an exclusive World Children's Day charm with \$15 from each sale donated to UNICEF.

"The future lies in the hands of young changemakers and we have the responsibility to support the world's most vulnerable children to lead healthier and safer lives and fulfil their potential. We are promoting young people's right to a voice and a brighter future. We look forward to launching the new charm for World Children's Day and another successful year of our partnership with UNICEF," said Stephen Fairchild, Pandora's Senior Vice President Global Product.

Pandora's partnership with UNICEF funds learning and skills development, rights awareness and gender equality activities in Burundi, China, Nepal, Guatemala and Serbia. The partnership is also raising funds for UNICEF's global humanitarian work around the world to ensure that every child survives and thrives.

Throughout the first year of the partnership, Pandora launched a series of new products as part of its *Charms for change* initiative in support of UNICEF. Pandora raised \$3.4 million in total, including a \$1 million donation to UNICEF's [#Reimagine campaign](#), which seeks to respond, recover and reimagine a world currently besieged by the COVID-19 pandemic.

"All children have the potential to become leaders, entrepreneurs, and innovators. But many of them, especially girls, don't have access to opportunities to learn and fulfil their potential. This challenge has been amplified by the COVID-19 pandemic, but thanks to the support of Pandora and its customers, we can expand our work around the world to keep children learning and provide young people with the skills they need to become active citizens," said Gary Stahl, Director, Private Fundraising and Partnerships, UNICEF.

The new World Children's Day charm, a limited-edition globe-shaped charm that opens to reveal a heart, is available online and across stores globally today.

Find out more on <http://pandoragroup.com/sustainability/partnerships/unicef>

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About UNICEF

UNICEF works in some of the world's toughest places, to reach the world's most disadvantaged children. Across more than 190 countries and territories, we work for every child, everywhere, to build a better world for everyone.

For more information about UNICEF and its work for children visit www.unicef.org. UNICEF does not endorse any company, brand, product or service.

About Pandora

Pandora designs, manufactures and markets hand-finished jewellery made from high-quality materials at affordable prices. Pandora jewellery is sold in more than 100 countries through 7,400 points of sale, including more than 2,700 concept stores.

Headquartered in Copenhagen, Denmark, Pandora employs 28,000 people worldwide and crafts its jewellery at two LEED certified facilities in Thailand using mainly recycled silver and gold. The company plans to be carbon neutral by 2025 and has joined the Science Based Targets initiative to reduce emissions across its full value chain. Pandora is listed on the Nasdaq Copenhagen stock exchange and generated sales of DKK 21.9 billion (EUR 2.9 billion) in 2019.

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