

PRESS RELEASE

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Martino Pessina joins Pandora as CCO

Experienced retail executive takes up newly established position to lead the company's continued commercial turnaround.

Pandora today announced that Martino Pessina will join the company as Chief Commercial Officer reporting to CEO Alexander Lacik and serving on Pandora's Executive Leadership Team.

Martino Pessina joins Pandora from a position as President North America at H&M. He led a remarkable sales and profit turnaround on the fashion retailer's North American market, which exceeds USD 4 billion in revenue, has 20,000 employees, and operates more than 700 stores. Martino Pessina has spent close to 20 years in different roles at H&M and been in charge of retail, sales, merchandising, operations and global expansion.

The newly established CCO position will be a cornerstone in Pandora's new operating model announced March 4, 2020. Leading Pandora's ten new clusters, Martino Pessina will be responsible for commercial operations across the company's more than 100 markets, and he will manage a retail centre of excellence to improve global merchandising, store development, planning and execution. He will also lead a new function called Network & Franchise Management overseeing the retail estate and supporting franchise partners globally.

Martino Pessina will join Pandora on April 2, 2020.

"As part of our turnaround programme, we are strengthening the organisation and moving Pandora closer to consumers. Martino has an impressive track record in international mass-market fashion retail and will play a very important role in this transformation. He is a natural leader with excellent analytical skills and a deep understanding of shoppers. I am very happy to welcome him to our leadership team", says CEO Alexander Lacik.

"Pandora is the world's largest jewellery brand with a retail network touching millions of consumers. The company is now on a journey to step-change the relevance and reach of the brand, and that is incredibly exciting for me to be part of. I look forward to joining the team and contribute to the next steps in Pandora's transformation", says Martino Pessina.

Martino Pessina is Italian. He is married and has three children.

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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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