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**COMPANY ANNOUNCEMENT**

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## PANDORA APPOINTS ALEXANDER LACIK AS CEO

*The Board of Directors of Pandora has today appointed Alexander Lacik as President and Chief Executive Officer. Mr. Lacik's strong track-record as a consumer marketer and brand architect will help drive the execution of Programme NOW and assert Pandora's position as the world's largest jewellery brand. He will join Pandora as soon as possible.*

Alexander Lacik (54) brings international experience from growth and brand building in global consumer companies. He joins Pandora from the position as CEO of Britax Ltd., a world leader in child safety products. Prior to this, he was President of North America at RB (Reckitt Benckiser) from 2013-2017 and has held key management positions with the leading global consumer goods company since 2004. Previously, Lacik held positions in sales and marketing with Procter & Gamble from 1992 to 2004.

At RB, Lacik contributed significantly to the company's growth turnaround in a competitive global consumer business where brand distinction and brand equity are critical components. He successfully drove strategic brand positioning and above market growth in the group's largest region with more than USD 3.5 billion in revenue and a full value chain. Lacik has lived and worked in five countries and managed businesses in regions across the world, covering manufacturing, product development, sales, marketing, and retail partnering.

Peder Tuborgh, Chairman of the Board of Directors says: *"I am delighted that we have secured Alexander Lacik as CEO of Pandora. Alexander is a strong match for our recently announced strategic direction and will be instrumental in executing Programme NOW. Alexander is a brilliant marketer and brand architect and has throughout his career shown himself as a great leader and a highly effective executor. His skills and experience will be key to revitalising the Pandora brand."*

*"I am honoured and excited to join Pandora. Pandora is an incredible company that has grown to be the world's largest jewellery brand at unprecedented speed. I am encouraged by the current direction with a strong focus on brand re-ignition to restore growth. These are business aspects that I am particularly passionate about, and I look forward to joining and supporting the management team in the execution of Programme NOW",* says Alexander Lacik.

Following the appointment, The Executive Management team of Pandora will consist of Alexander Lacik (CEO), Anders Boyer (CFO) and Jeremy Schwartz (COO). Until Lacik joins, the joint leadership of Anders Boyer and Jeremy Schwartz will continue unchanged.

## Biography

Alexander Lacik spent the first 13 years of his career in Procter & Gamble. He spent half of his time in beauty care and half of his time in sales, covering positions such as Marketing Manager Haircare Europe, Marketing Director Nordic, and Sales Director Sweden.

In 2004, Lacik joined RB (Reckitt Benckiser). Beginning as General Manager, he steadily progressed and delivered outstanding results in his roles in Greece, the UK and the US. The last 5 years of his RB tenure, Lacik was running the North America business, a USD +3.5 billion operation with a full value chain. The North America business is the largest region in RB.

After living several years abroad, Lacik and his family recently moved back to Sweden, where he grew up. He resigned from RB in 2017 and took on a role as interim CEO at Kasthall Golv & Mattor. In 2018, he moved into his current role as CEO of Britax Ltd. Britax is owned by private equity investor Nordic Capital.

Lacik holds a Bachelor in Business Administration from University of Växjö, Sweden.

## 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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