

PRESS RELEASE

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PANDORA TO LAUNCH PARTNERSHIP WITH MILLIE BOBBY BROWN FOR NEW COLLECTION

Launching later this year, the first official global campaign for a new Pandora jewellery collection that celebrates self-expression will be faced by Millie Bobby Brown, an actor and activist committed to effecting positive change among her generation.

The two-time Emmy nominee and UNICEF's youngest-ever Goodwill Ambassador, Brown has signed a two-year contract with Pandora to promote the collection.

"I feel extremely honoured to be partnering with Pandora. I love Pandora because everyone can tell their own story, and each symbol can represent your individuality," said Millie Bobby Brown.

Lensed by the acclaimed fashion photographer Cass Bird, the campaign features casual and cool images of Brown shot in her adopted hometown of Atlanta, Georgia, and wearing her personally curated edit of jewellery from the new collection.

Coinciding with the images, a digital film will be released featuring Brown, highlighting her personal connection to the new pieces.

Acknowledging Brown's pervasive impact on modern pop culture, Pandora's Chief Creative and Brand Officer Stephen Fairchild says of the partnership: "Millie Bobby Brown is the perfect ambassador for the next generation of Pandora jewellery that empowers young women to express themselves. Not only an accomplished actor and making her presence as a voice of her generation known, she also brings a youthful and individual approach to jewellery that perfectly complements Pandora's vision and creativity."

Millie Bobby Brown rose to prominence for her role as Eleven in the Netflix series Stranger Things. Her film debut came in 2019 with Godzilla: King of the Monsters. Brown is the youngest person to feature on the Time 100 list of the world's most influential people.

The campaign will be launched digitally in October.

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 28,000 people worldwide of whom more than 13,000 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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