

PRESS RELEASE

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Carla Liuni joins Pandora as CMO

Seasoned luxury and FMCG executive to lead global marketing and brand building.

Pandora today announced that Carla Liuni, formerly Vice President of Global Marketing & Communication at Bulgari, will join Pandora as Chief Marketing Officer reporting to CEO Alexander Lacik and serving on Pandora's Executive Leadership Team.

Carla Liuni brings a successful track-record of driving growth in global brands across luxury, premium and mass market businesses. For the past four years, she has been worldwide responsible for marketing and communication at Bulgari, the flagship jewellery brand of luxury group LVMH. Before joining Bulgari in 2015, she spent almost 20 years at Procter & Gamble, where she was general manager for the Prestige division, which included fragrance, makeup and skincare brands such as Dolce & Gabbana, Gucci and Hugo Boss. At P&G she also held other brand, sales and general management positions, running businesses across Europe and Asia.

Carla Liuni will join Pandora in March 2020. Current interim CMO Jesper Damsgaard will transition to a new role after a handover.

'As part of our turnaround programme, we are significantly stepping up our marketing investments and have just relaunched our brand to improve relevance for consumers. Carla has a unique profile which combines mass market brand building with the ability to create the aspirational and desirable worlds of luxury goods. She is a passionate and energetic leader, and I am very happy she will take this critical role in our leadership team', says CEO Alexander Lacik.

'Pandora is a leading global brand that touches the lives of millions of consumers with a unique proposition. The company is now on an incredibly exciting transformation journey to drive brand relevance as the centrepiece of its turnaround, and I look forward to joining the team and contributing', says Carla Liuni.

Carla Liuni is Italian. She is married and has three sons.

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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 26,000 people worldwide of whom more than 11,500 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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