

PRESS RELEASE

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PANDORA AND WARNER BROS. CONSUMER PRODUCTS ANNOUNCE HARRY POTTER INSPIRED COLLECTION

Global collaboration will introduce hand-finished jewellery inspired by the iconic Harry Potter films. Products will be available across all of Pandora's stores and online from November.

Today, Pandora announced a partnership with Warner Bros. Consumer Products to introduce a collection of Harry Potter themed jewellery. Launching later this year, Pandora will debut a capsule collection of 12 hand-finished products, including charms, pendants and a bracelet inspired by iconic characters and symbols from the Harry Potter films.

Pandora's Chief Creative and Brand Officer Stephen Fairchild says of the partnership: "Harry Potter has brought joy and a belief in magic to generations and Pandora fans have asked for this collection for years. Pandora jewellery brings personal stories to life, and the friendship, love and bravery told in Harry Potter resonates with Pandora's fans. We're thrilled to bring this collection to fans around the world."

When designing the collection, Francesco Terzo and A. Filippo Ficarelli, Pandora's VP Creative Directors, were inspired by iconic characters to create hand-crafted jewellery that celebrates both Pandora and Harry Potter.

The Harry Potter x Pandora collection will be in Pandora stores worldwide and on pandora.net from 28 November 2019.

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).

ABOUT WARNER BROS. CONSUMER PRODUCTS

Warner Bros. Consumer Products (WBCP), a Warner Bros. Entertainment Company, extends the Studio's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBCP partners with best-in-class licensees globally on an award-winning range of toys, fashion, home décor, and publishing inspired by franchises and properties such as DC, Wizarding World, Looney Tunes and Hanna-Barbera. The division's successful global themed entertainment business includes groundbreaking experiences such as The Wizarding World of Harry Potter and Warner Bros. World Abu Dhabi. With innovative global licensing and merchandising programs, retail initiatives, promotional partnerships and themed experiences, WBCP is one of the leading licensing and retail merchandising organizations in the world.



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