

**PRESS RELEASE**

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## **PANDORA APPOINTS SID KESWANI AS PRESIDENT OF THE AMERICAS**

***Strong retail executive joins the company to strengthen PANDORA's position as the leading jewellery brand in Americas and develop the customer experience across stores and online***

Today, PANDORA, the world's largest jewellery brand, announced the appointment of Sid Keswani as President of PANDORA Americas effective August 13th, 2018.

Sid Keswani joins PANDORA from a position as CEO of Fiesta Mart, a Texas based grocery store chain. Sid Keswani's career spans more than 20 years in the retail industry. He spent 19 years at retailer Target Corporation where he led over 450 locations with USD 17 billion in revenue. He was also previously the SVP of Operations for Susser Holdings, a convenience store chain, leading over 625 locations.

As the new President of the Americas region, Sid Keswani will be responsible for PANDORA's markets in North America, the Caribbean and Latin America. The region encompasses over 2,300 points of sale, including over 650 concept stores, with more than 200 being owned and operated by PANDORA. The region is responsible for around a third of PANDORA's revenue and employs 3,400 people. A key priority for Sid Keswani will be to work with franchisees and PANDORA owned stores to ensure a seamless integration to the successful eSTORE, especially in North America.

"I am very pleased to welcome Sid to PANDORA. He is an accomplished retail executive who has worked extensively with creating unique shopping experiences for today's consumers. Sid brings a strong track record and leadership capacity, and I am confident he will be successful in driving continued growth and profitability for PANDORA," says CEO Anders Colding Friis.

"PANDORA has built a leading global brand in a very short time span, and I am excited by the opportunity to lead the continued journey in the Americas. The Americas region holds significant potential in both mature and emerging markets and in the continued integration of customers' experience across physical stores and online retailing. I look forward to joining a great team and working with our partners to be part of a promising future," says Sid Keswani.

Sid Keswani will report to CEO Anders Colding Friis and be a member of the Management Board.

## **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 2,400 concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs more than 25,300 people worldwide of whom around 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 2017, PANDORA's total revenue was DKK 22.8 billion (approximately EUR 3.1 billion).

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