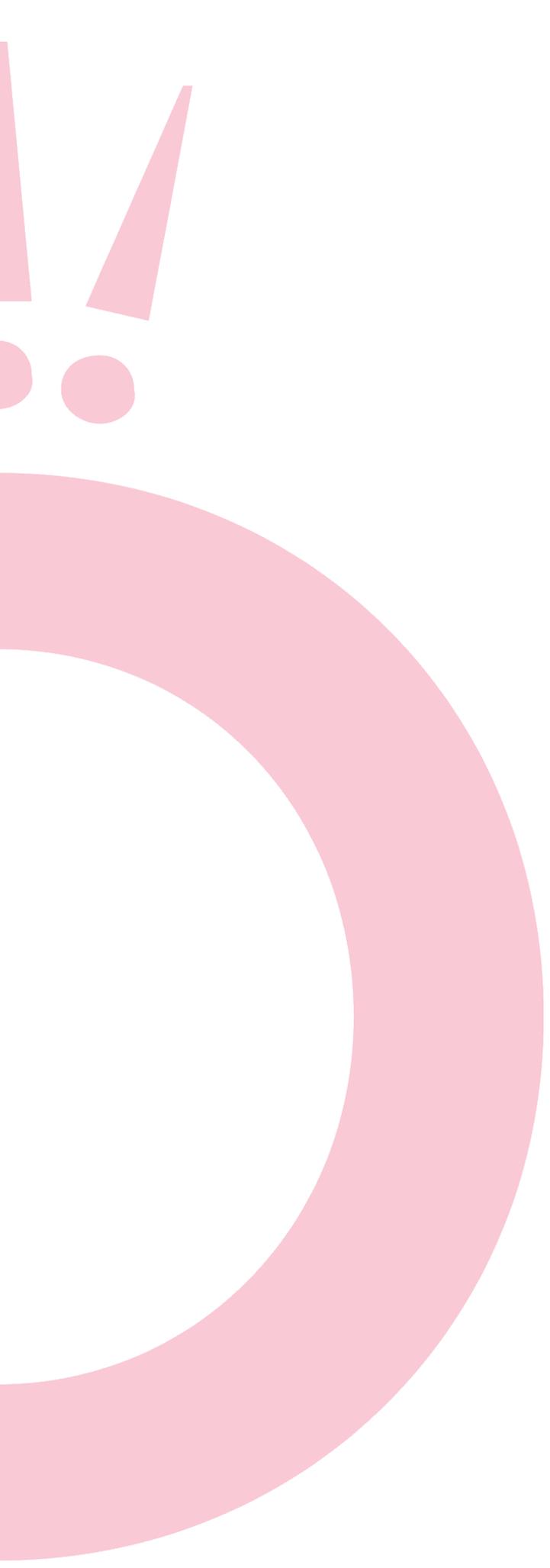


PANDÖRA





**WE GIVE A
VOICE TO
PEOPLE'S LOVE**



STRATEGY

Our strategy is called Phoenix. It builds on Pandora's unique brand promise, and the significant potential to grow our core business and markets, and attract new consumers to the brand.

The strategy is based on four growth pillars aiming at delivering sustainable and profitable revenue growth



BRAND

Growth Pillar 1

Fuel our brand desirability and reach.

Pandora is a global affordable luxury brand that enjoys a high level of consumer awareness, strong brand equity, and a loyal customer base. To ensure Pandora also wins the hearts of the new generations, the company will continue efforts to increase brand desirability by creating an iconic visual world with authentic and culturally relevant communication. Pandora will drive holistic communication that reaches across all the consumer touchpoints.

DESIGN

Growth Pillar 2

Create customer-centric innovation.

Pandora sees significant potential to both grow its biggest platform, Moments, and launch new complementary platforms around our core proposition of collectability and self-expression. Designs will be crafted by fusing robust consumer insights and strong creative expression. To ensure new product platforms become successful and add incremental volume, Pandora will use these insights to design for different needs and target groups.





PERSONALISATION

Growth Pillar 3

Personalise the customer experience.

Pandora is a global brand with a direct relationship to millions of consumers. This connection provides rich insights that can help the company offer a better and more personalised service throughout the whole customer journey. The aim is to provide a more relevant and customised omni-channel shopping experience across stores and online.

CORE MARKETS

Growth Pillar 4

Grow our core markets with particular focus on US and China.

Pandora sees significant opportunities to grow in existing markets, rather than expanding into new geographies. In particular, Pandora will focus on untapped opportunities in US and China – markets where our brand penetration is still low. US and China represent more than 50% of the global jewellery market, and they will continue to increase in importance with a significant part of the absolute market growth driven by these two markets. As such, Pandora plans to invest over-proportionally in US and China.

Disney × PANDORA

Join us as we celebrate 100 years of wonder. Bring your favorite Disney moments to life like never before and collect nine limited edition designs.

Even more magical, every charm in the collection is set with a radiant lab-created diamond. We'll be introducing each precious piece one-by-one throughout the year, so stay tuned to see what we reveal next!



Disney and Pandora have a partnership that creates a collection of Disney-themed charms for Pandora jewelry. The collection features popular Disney characters and iconic imagery from Disney movies and theme parks, such as Mickey Mouse, Cinderella, and Beauty and the Beast. These charms are made with the same attention to detail and high-quality craftsmanship as other Pandora products and can be added to the company's signature charm bracelets, or used to customize other pieces of jewelry such as rings, earrings, and necklaces. The collection is popular among Disney fans and collectors, and is often used to commemorate special occasions and memories associated with Disney. The partnership between Disney and Pandora also allows customers to create a special and unique jewelry piece that reflects their love for Disney and its characters.





PANDORA MOMENTS COLLECTION

Pandora Moments is a collection of jewelry by the brand Pandora that is centered around the idea of capturing and celebrating special moments in life. The collection features charm bracelets, necklaces, and earrings that can be personalized with a variety of charms, each representing a different memory or milestone. From symbolic charms that commemorate life events such as weddings and birthdays, to more whimsical designs that reflect personal interests and hobbies, the Pandora Moments collection offers endless options for creating a one-of-a-kind piece of jewelry. Whether you're looking for a meaningful gift for a loved one or a way to commemorate your own memories, the Pandora Moments collection is a beautiful and timeless choice.

PANDORA ME COLLECTION

Pandora Me is a collection of jewelry by the brand Pandora that is designed with self-expression and personal style in mind. The collection features a range of pieces including charm bracelets, necklaces, earrings, and rings made from high-quality materials such as sterling silver and 14k gold. The design aesthetic of the collection is modern and minimalistic, allowing the wearer to easily mix and match pieces to create a look that is uniquely theirs. With its focus on personalization and self-expression, Pandora Me is the perfect choice for those who want to showcase their individuality through their jewelry.



PANDORA REFLEXIONS COLLECTION

Pandora Reflexions is a collection of jewelry by the brand Pandora that focuses on minimalist and versatile design. The collection features charm bracelets, necklaces, and earrings made from high-quality materials such as sterling silver and 14k gold. What sets the Pandora Reflexions collection apart is its innovative bracelet design, which allows for easy and secure attachment of the brand's signature charms. The minimalist aesthetic of the collection makes it a perfect choice for those who prefer a sophisticated and understated look. Whether you're looking for a simple everyday accessory or a special piece to wear for a special occasion, the Pandora Reflexions collection has something for everyone.





NECKLACES

Layered one day or a singular statement the next, it is more than just a necklace. It is how you frame your day. Discover our new lab-created diamond necklaces, for a stunning way to make everyday special. Choose from chains or pendants, and pair with a stunning ring, or pair of earrings for an easy, sophisticated look..



RINGS

Discover our new lab-created diamond rings designed for your loved ones. Choose the perfect women's ring for yourself or for that special someone, from our collection in Sterling Silver, 14k Gold, 14k gold-plated and 14k rose gold-plated. Whether you're going for minimalist look with our simple bands, adding to your ring stack, or making a statement - what rings true to you?

DIAMONDS

Pandora Diamonds are a range of high-quality, hand-finished diamond jewelry from the popular Danish jewelry brand, Pandora. These diamonds are carefully selected and set into a variety of elegant and timeless designs, including rings, earrings, necklaces, and bracelets. The diamonds used in Pandora Diamonds come in a range of sizes and cuts, and are set in precious metals such as gold and silver. Whether you are looking for a special gift for a loved one or a stunning addition to your own jewelry collection, Pandora Diamonds offer the perfect combination of beauty, quality, and affordability. With their timeless design and attention to detail, Pandora Diamonds are sure to become a cherished part of your jewelry collection.



EARRINGS

From everyday classic stud earrings to head-turning dangles, drop earrings to hoops, earrings are the must-have accessory to pull together your entire look. Choose our new lab-created diamond earrings for a touch of everyday glamour. Shop the stunning range of Pandora earrings today. Shop the stunning range of Pandora earrings today.



PANDORA