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PANDORA



World's largest
jewellery brand

+100
Countries

28,000
Employees

2,700
Concept stores

22.8
DKK billion revenue 2018

Image: the opening of Pandora's flagship store in the WF Mall in Beijing, China, Feb 2018

Pursuing sustainability from the outset



MINING

REFINING

CRAFTING

PACKAGING

TRANSPORT

DISTRIBUTION

STORES

CUSTOMERS



Continued push for circularity and environment

100 %

Recycled gold

88 %

Recycled silver

>99 %

Man-made stones

89 %

Waste recycled



Engaging in conversations with consumers and society

75 %

“Sustainability is extremely important”

>1/3

“I have switched to a sustainable brand”

>50 %

“I want to switch to a sustainable brand”

Boston Consulting Group 2019

Pandora is the official partner of Youth Fashion Summit 2018-19. Photo: Copenhagen Fashion Summit

PANDÖRA