

Description of the candidate proposed by the Board of Directors

Bjørn Gulden is currently the CEO of Puma SE, but served as CEO of Pandora A/S from 21 February 2011 until 1 July 2013.

From 2000 until 2011, Björn was the Managing Director of the Deichmann Group (shoes and sports retailing, 3,000 stores, 25 countries, EUR 4 billion in sales) located in Essen, Germany. In addition to his Group responsibilities, he also served as President and CEO of their American businesses Rack Room Shoes and Off Broadway Shoes (450 stores, USD 850 million in sales).

Prior to this, Björn spent eight years as a Senior Vice President with Adidas, heading up the worldwide apparel and accessories business.

Björn has been on several boards, including Helly Hansen (Norway), Dosenbach Schuhe (Switzerland), Ochsner Sport (Switzerland), Van Haren Schoenen (Holland), and he is currently on the Board of Tchibo GmbH (Germany), Ekornes AS (Norway) and Expert AS (Norway).

Björn has also had an athletic career. He played professional football both in Norway (Bryne and Strömset) and in Germany (1. FC Nürnberg) before a serious injury stopped him from playing.

Björn was born in 1965 in Switzerland and is a Norwegian citizen. He holds a BBA from the University of Rogaland (Norway) and an MBA from Babson Graduate School of Business in Boston, USA.

Björn is married and has three children.