

Q2 2024 - AIDE MEMOIRE

Pandora Investor Relations

Guidance

Revenue

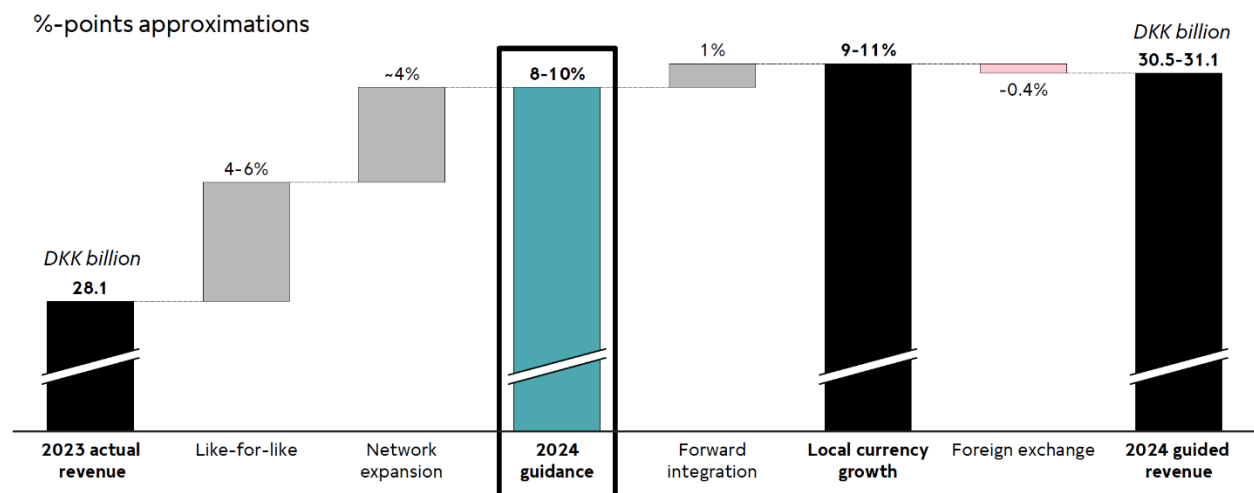
Full-year guidance: Pandora’s guidance for 2024 is for organic growth of 8-10%.

This consists of

- Like-for-like (LFL) growth of 4-6%
- Network expansion of around 4%

Forward integration is expected to add around 1% revenue growth with local currency growth ending at 9-11%. The organic growth range reflects the good strategic momentum on various growth initiatives partly offset by the tougher base of comparison in H2 2024 and the broader macroeconomic environment. The low-end of the new organic growth guidance range would require a weakening of the macroeconomic environment relative to today.

The organic growth guidance can be illustrated as follows:



- Current trading comment from Q1 2024 Company Announcement: “Current trading in Q2 2024 has so far remained healthy with LFL growth up at high single-digit levels”

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- **Current trading comment from Q1 2024 conference call Q&A:** “And again, I think from June onwards we're meeting a very different comparative base. This is very, very broad terms, but from Jan to May the comparative base last year was almost 0% like for like and then from June onwards through the rest of the year, the comparative base is 9% like for like”

EBIT margin

Full-year guidance: The EBIT margin guidance for 2024 is “Around 25%”.

To fully capture the growth opportunities in 2024, Pandora will scale up investments across the organisation. This includes:

- The restaging of the brand, initiated with the multi-season campaign with the banner “BE LOVE”
- Roll-out of the EVOKE 2.0 store concept
- Online and offline personalisation

Separately, foreign exchange rates and commodity assumptions per 30 April 2024 were expected to be neutral on the EBIT margin for 2024.

- **EBIT margin comment from Q1 2024 results and Q&A session:** “The operating leverage from the higher revenue guidance will be reinvested in growth initiatives to keep fuelling the top line, both in 2024 and going forward. And this includes, for example, continued investments in the brand, accelerated investments in building out our presence in Asia, including in the big jewellery markets in Japan and South Korea, as well as a bit of accelerated forward integration. I would also like to provide a more of a household comment to the phasing of the EBIT margin based on these additional investments that we are making. So, while you have seen that the Q1 margins were up year over year, we expect the second quarter and third quarter margins to be slightly lower versus last year and then before being slightly up again in Q4”
- “So, it's not any big movements. But think about it as Q2 and Q3 could be to the tune of up to 100 basis points down year over year”

Other topics and guidance parameters in 2024

- Pandora expects to open net 75-125 concept stores and 25-50 owned and operated other points of sales in 2024
- Pandora expects CAPEX to be around 6-7% of revenue in 2024
- The effective tax rate is expected to be 24-25%
- At current interest rate levels, foreign exchange rates and targeted leverage levels, Pandora expects total net financial expenses to be around DKK 950-1,000 million

Please also see Pandora's [Q1 2024 Interim Financial Report](#) page 15-17 for further insights on the guidance.

Notes

- Pandora will enter a silent period on 16 July 2024
- Pandoras Interim Financial Report for Q2 2024 will be released 13 August 2024
- Collection of Pandora's pre-Q2 2024 consensus will begin at end of July