



BY APPOINTMENT TO
HER MAJESTY THE QUEEN OF DENMARK

GEORG JENSEN

ESTABLISHED 1904

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Georg Jensen appoints Executive Chairman

Georg Jensen, the leading Danish jewellery and home brand, today announced the appointment of Francesco Pesci as Executive Chairman. Mr. Pesci has over twenty-years experience in the luxury industry, where he held C-suite positions in Brioni and Casa Damiani.

Under the leadership of Eva-Lotta Sjöstedt, who was appointed CEO in 2016, Georg Jensen has embraced an ambitious and innovative strategy that is delivering profitable growth and strengthening the brand's position in the offline retail and wholesale channels, while also devoting significant resources to develop the brand's online presence. With this appointment, the board intends to continue to build on the strategy of being a global master in Scandinavian design language.

- "Georg Jensen is a fantastic heritage brand offering great products", Mr. Pesci declared. "I am impressed by the rapid transformation that Eva-Lotta's management has brought about and by the quality of the senior management team. It is for me a great pleasure to join Georg Jensen."

- "We appreciate David Chu's dedication to our brand. Fortunately, he remains a valuable part of our board. The appointment of Francesco Pesci adds additional resources and expertise to our board. Moreover, Mr. Pesci's base in Italy allows him to be physically present at the HQ to an even larger degree. All of us at Georg Jensen look forward to working with Mr. Pesci. His breadth of experience across similar businesses will help us accelerate our sustainable growth agenda," says Eva-Lotta Sjöstedt.

About Georg Jensen

Georg Jensen is a Danish design house renowned for artistic innovation, superior craftsmanship and visionary collaborations with leading artists and designers. Founded in 1904 by master silversmith Georg Jensen, the company creates Scandinavian designed products including a home collection, jewellery, sterling silverware and watches. Globally, Georg Jensen has more than 100 stores in 13 countries. www.georgjensen.com