



**Kenneth Madsen**  
**President, Pandora Asia**  
**Pandora Jewelry Asia-Pacific Ltd**

Kenneth Madsen took up the position as President of PANDORA Asia in March 2013. Based in the company's regional office in Hong Kong, Kenneth Madsen and his team of around 70 staff manage 12 different markets

across the Asian region.

Kenneth Madsen was born in Denmark and joined PANDORA in February 2009 as part of the management team charged with establishing a new, regional subsidiary in Warsaw, Poland (PANDORA CEE). PANDORA CEE launched PANDORA in a completely new region stretching from Poland and Russia to the Middle East. Today, five years later, PANDORA CEE covers 19 markets and sells PANDORA jewellery through more than 200 Concept Stores.

Kenneth firmly believes that the Scandinavian heritage, the design, the high quality and precious nature of Pandora jewelry speaks to the Asian women and he pursues an ambitious plan for Pandora to become the most recognized jewelry brand in Asia.

We believe all the women of the world are unique and precious. They live different lives in different cultures. Yet they are all fabulous in their own, individual way. All women have their own stories. Stories we love to hear and that are worth being proud of. Personalities to be celebrated. Moments that make a difference.



We at PANDORA pay a tribute to the special moments that have shaped these women into what they are today. No matter how big or small the moments are, they play an important part in a woman's life. That's what makes these moments unforgettable.

An unforgettable moment is something different to every woman, but it is always special. That is why an unforgettable moment is a story worth sharing.