

PANDORA OPENS FLAGSHIP STORE IN LONDON

PANDORA celebrates five years of unforgettable moments in the UK with the opening of a Flagship Store on Oxford Street, London. Positioned in the new Park House complex, the new store will boast two floors of affordable luxury, making it the largest PANDORA Concept Store in the world. The official opening will take place 5 September.

The store is centrally located on one of the busiest shopping streets in London. The opening is in line with PANDORA's strategy of focusing on branded sales channels by upgrading existing stores and opening new Concept Stores. The store is Concept Store number 106 to launch in the UK.

"London is the fashion capital of the world and our Flagship Store on Oxford Street will amplify our position in the market as a leading jewellery brand. We have wanted to open a PANDORA Flagship store in London since the beginning and this is something we have been working towards for five years, we are very happy to have been able to realise this dream. The store will allow us to offer an unrivalled customer experience and will be a major attraction for shoppers from across the globe," Peter Andersen, President for PANDORA Western Europe, said.

The 200-square-metre store will feature a new tablet technology enabling a new system for processing transactions and the brand new 'Evolution' furniture, which is the next stage in PANDORA's store design concept. The new look enables a better opportunity to present products with enhanced lighting and display, whilst keeping the brand's DNA.

At the end of June 2013, PANDORA had 10,337 points of sale worldwide, including 949 Concept Stores in more than 70 countries. Concept Stores generate almost half of PANDORA's direct sales. PANDORA has Concept Stores in major cities like New York, Rio de Janeiro, Paris, Moscow, Hong Kong, Sydney and Beijing. PANDORA expects to open around 175 Concept Stores in 2013.

ABOUT PANDORA

PANDORA designs, manufactures and markets hand-finished and modern jewellery made from genuine materials at affordable prices. PANDORA jewellery is sold in more than 70 countries on six continents through approximately 10,300 points of sale, including approximately 950 Concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs over 6,900 people worldwide of whom 4,900 are located in Gemopolis, Thailand, where the company manufactures its jewellery. PANDORA is publicly listed on the NASDAQ OMX Copenhagen stock exchange in Denmark. In 2012, PANDORA's total revenue was DKK 6.7 billion (approximately EUR 900 million). For more information, please visit www.pandoragroup.com.

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