

No. 101

COMPANY ANNOUNCEMENT

22 July 2013

PANDORA A/S
Hovedvejen 2 | DK-2600 Glostrup | Denmark
Tel. +45 3672 0044 | Fax +45 3672 0800
www.pandora.net

PANDORA A/S

NOTICE OF EXTRAORDINARY GENERAL MEETING

Pursuant to article 6.6 of the Articles of Association of Pandora A/S (the "Company"), an Extraordinary General Meeting of the Company is hereby convened to be held on

Tuesday 13 August 2013 at 14:00 CET

The Extraordinary General Meeting will be held at

Hovedvejen 2, 2600 Glostrup

with the following agenda:

1. Election of a new member to the Board of Directors
2. Any other business

On 18 April 2013, the Company announced Bjørn Gulden's intentions to resign as CEO of Pandora as of 1 July 2013. Following this announcement, the Company's Board of Directors announced their intention to recommend that Bjørn Gulden continue his affiliation with the Company as a member of the Company's Board of Directors.

On 1 July 2013, the former chairman of the Company's Board of Directors, Allan Leslie Leighton, took over as CEO of the Company and resigned from the Company's Board of Directors.

The Company's Board of Directors now proposes that Bjørn Gulden is elected to the Company's Board of Directors. If the proposal is adopted, the Company's Board of Directors will consist of Marcello Vittorio Bottoli (chairman), Povl Christian Lütken Frigast (deputy chairman), Torben Ballegaard Sørensen, Andrea Dawn Alvey, Nikolaj Vejlsgaard, Anders Boyer-Søgaard, Ronica Wang and Bjørn Gulden.

The composition of the Company's Board of Directors reflects the skills and experience required to manage a public listed company, and it is the assessment of the Company's Board of Directors that Bjørn Gulden will be a valuable addition to the existing Board of Directors.

A detailed description of Bjørn Gulden and information on his current managerial positions as well as other documents relating to the extraordinary general meeting are available on the Company's website www.pandoragroup.com.

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 10,200 points of sale, including approximately 900 Concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs over 6,200 people worldwide of whom 4,200 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.

CONTACT

For further queries, please contact:

INVESTOR RELATIONS

Morten Eismark

VP Group Investor Relations

Phone +45 3673 8213

Mobile +45 3045 6719

Magnus Thorstholm Jensen

Investor Relations Officer

Phone +45 4323 17639

Mobile +45 3050 4402

MEDIA RELATIONS

Jakob Risom

Press Officer

Phone +45 3673 0634

Mobile +45 6165 6540