

No. 66

**COMPANY ANNOUNCEMENT**

7 November 2012

## REPORTING OF TRANSACTIONS IN SHARES BY EXECUTIVE EMPLOYEES IN THE PANDORA A/S SHARE

Pursuant to section 28a of the Securities Trading Act, PANDORA A/S is required to disclose information on transactions with the shares and associated securities of PANDORA A/S by executive employees and their close relations.

PANDORA A/S has received information on the below transactions:

Name of the reporting person	Torben Ballegaard Sørensen
Reason for the reporting	Board Member
Name of the issuer	PANDORA A/S
Securities code	DK0060252690
Nature of the transaction	Sale
Type of security	Shares
Trading date	6 November 2012
Trading market	NASDAQ OMX Copenhagen
Number of securities	150,000
Market Value on the trading date	DKK 16,180,500

### 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 65 countries on six continents through approximately 10,000 points of sale, including more than 800 Concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs over 6,000 people worldwide of whom 4,000 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 2011, PANDORA's total revenue was DKK 6.7 billion (approximately EUR 893 million). For more information, please visit [www.pandoragroup.com](http://www.pandoragroup.com).

### CONTACT

For further queries, please contact:

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