



CORRECTION: REPORTING OF TRANSACTIONS IN SHARES BY EXECUTIVE EMPLOYEES IN THE PANDORA A/S SHARE - CORRECTIONS TO COMPANY ANNOUNCEMENT NO. 8 OF 8 OCTOBER 2010

October 12, 2010

No. 13

COMPANY ANNOUNCEMENT

12 October 2010

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 | Mikkel Vendelin Olesen |
| Reason for the reporting | CEO |
| Name of the issuer | PANDORA A/S |
| Securities code | DK0060252690 |
| Nature of the transaction | Sale of shares |
| Type of security | Shares |
| Trading date | 8 October 2010 |
| Trading market | NASDAQ OMX Copenhagen |
| Number of securities | 145,188 |
| Market Value on the trading date | DKK 30,489,480 |

| | |
|------------------------------|----------------|
| Name of the reporting person | Henrik Holmark |
| Reason for the reporting | CFO |
| Name of the issuer | PANDORA A/S |
| Securities code | DK0060252690 |
| Nature of the transaction | Sale of shares |
| Type of security | Shares |

| | |
|----------------------------------|--------------------------|
| Trading date | 8 October 2010 |
| Trading market | NASDAQ OMX Copenhagen |
| Number of securities | 115,948 |
| Market Value on the trading date | DKK 24,349,080 |

| | |
|----------------------------------|--------------------------|
| Name of the reporting person | Thomas Ryge Mikkelsen |
| Reason for the reporting | CDO |
| Name of the issuer | PANDORA A/S |
| Securities code | DK0060252690 |
| Nature of the transaction | Sale of shares |
| Type of security | Shares |
| Trading date | 8 October 2010 |
| Trading market | NASDAQ OMX Copenhagen |
| Number of securities | 86,709 |
| Market Value on the trading date | DKK 18,208,890 |

| | |
|----------------------------------|----------------------------|
| Name of the reporting person | Torben Ballegaard Sorensen |
| Reason for the reporting | Member of the Board |
| Name of the issuer | PANDORA A/S |
| Securities code | DK0060252690 |
| Nature of the transaction | Sale of shares |
| Type of security | Shares |
| Trading date | 8 October 2010 |
| Trading market | NASDAQ OMX Copenhagen |
| Number of securities | 148,565 |
| Market Value on the trading date | DKK 31,198,650 |

| | |
|------------------------------|---------------|
| Name of the reporting person | Erik D Jensen |
|------------------------------|---------------|

| | |
|----------------------------------|--------------------------|
| Reason for the reporting | Member of the Board |
| Name of the issuer | PANDORA A/S |
| Securities code | DK0060252690 |
| Nature of the transaction | Sale of shares |
| Type of security | Shares |
| Trading date | 8 October 2010 |
| Trading market | NASDAQ OMX Copenhagen |
| Number of securities | 28,937 |
| Market Value on the trading date | DKK 6,076,770 |

| | |
|----------------------------------|--------------------------|
| Name of the reporting person | Per Enevoldsen |
| Reason for the reporting | Managing Director |
| Name of the issuer | PANDORA A/S |
| Securities code | DK0060252690 |
| Nature of the transaction | Purchase of shares |
| Type of security | Shares |
| Trading date | 8 October 2010 |
| Trading market | NASDAQ OMX Copenhagen |
| Number of securities | 52,559 |
| Market Value on the trading date | DKK 11,037,390 |

| | |
|------------------------------|--------------------------|
| Name of the reporting person | Mikkel Vendelin Olesen |
| Reason for the reporting | CEO |
| Name of the issuer | PANDORA A/S |
| Securities code | DK0060252690 |
| Nature of the transaction | Purchase of shares |
| Type of security | Shares |
| Trading date | 8 October 2010 |
| Trading market | NASDAQ OMX Copenhagen |

| | | |
|----------------------------------|-------------|--|
| Number of securities | 2,066 | |
| Market Value on the trading date | DKK 433,860 | |

| | | |
|----------------------------------|--------------------------|--|
| Name of the reporting person | Henrik Holmark | |
| Reason for the reporting | CFO | |
| Name of the issuer | PANDORA A/S | |
| Securities code | DK0060252690 | |
| Nature of the transaction | Purchase of shares | |
| Type of security | Shares | |
| Trading date | 8 October 2010 | |
| Trading market | NASDAQ OMX Copenhagen | |
| Number of securities | 1,653 | |
| Market Value on the trading date | DKK 347,130 | |

| | | |
|----------------------------------|--------------------------|--|
| Name of the reporting person | Thomas Ryge Mikkelsen | |
| Reason for the reporting | CDO | |
| Name of the issuer | PANDORA A/S | |
| Securities code | DK0060252690 | |
| Nature of the transaction | Purchase of shares | |
| Type of security | Shares | |
| Trading date | 8 October 2010 | |
| Trading market | NASDAQ OMX Copenhagen | |
| Number of securities | 1,240 | |
| Market Value on the trading date | DKK 260,400 | |

| | | |
|------------------------------|---------------------------|--|
| Name of the reporting person | Torben Ballegard Sørensen | |
| Reason for the reporting | Member of the Board | |
| Name of the issuer | PANDORA A/S | |

| | |
|----------------------------------|--------------------------|
| Securities code | DK0060252690 |
| Nature of the transaction | Purchase of shares |
| Type of security | Shares |
| Trading date | 8 October 2010 |
| Trading market | NASDAQ OMX Copenhagen |
| Number of securities | 413 |
| Market Value on the trading date | DKK 86,730 |

| | |
|----------------------------------|--------------------------|
| Name of the reporting person | Erik D. Jensen |
| Reason for the reporting | Member of the Board |
| Name of the issuer | PANDORA A/S |
| Securities code | DK0060252690 |
| Nature of the transaction | Purchase of shares |
| Type of security | Shares |
| Trading date | 8 October 2010 |
| Trading market | NASDAQ OMX Copenhagen |
| Number of securities | 413 |
| Market Value on the trading date | DKK 86,730 |

| | |
|----------------------------------|--------------------------|
| Name of the reporting person | Nikolaj Vejlsgaard |
| Reason for the reporting | Member of the Board |
| Name of the issuer | PANDORA A/S |
| Securities code | DK0060252690 |
| Nature of the transaction | Purchase of shares |
| Type of security | Shares |
| Trading date | 8 October 2010 |
| Trading market | NASDAQ OMX Copenhagen |
| Number of securities | 350 |
| Market Value on the trading date | DKK 73,500 |

| | |
|----------------------------------|--------------------------|
| Name of the reporting person | Christian Frigast |
| Reason for the reporting | Member of the Board |
| Name of the issuer | PANDORA A/S |
| Securities code | DK0060252690 |
| Nature of the transaction | Purchase of shares |
| Type of security | Shares |
| Trading date | 8 October 2010 |
| Trading market | NASDAQ OMX Copenhagen |
| Number of securities | 595 |
| Market Value on the trading date | DKK 124,950 |

ABOUT PANDORA

PANDORA is a designer, manufacturer, marketer and distributor of hand finished and modern jewellery made from genuine materials - primarily sterling silver, gold, precious and semi-precious stones and Murano glass. As at 30 June 2010, our jewellery was sold in 47 countries on six continents through approximately 10,000 points of sale, including over 260 PANDORA branded concept stores.

Our collectible charm bracelets made from sterling silver and gold and charms made from different genuine materials, which are featured in our Moments collection, constitute our core product offering. In addition, we offer other pieces of jewellery, such as rings, bracelets, necklaces and earrings, through our Moments, Stories, Compose, LovePods and Liquid Silver collections.

PANDORA was founded in 1982 in Copenhagen, Denmark and employs over 4,500 people worldwide, of whom more than 3,300 are located in Gemopolis, Thailand, where PANDORA manufactures its jewellery. The company is publicly listed on NASDAQ OMX Copenhagen. In 2009, PANDORA generated revenue of approximately DKK 3.5 billion (approximately EUR 465 million) and EBITDA of approximately DKK 1.6 billion, and in H1 2010 generated revenue of approximately DKK 2.6 billion (approximately EUR 345 million) and EBITDA of approximately DKK 1.0 billion.

CONTACT

For further queries, please contact:

Kasper Riis, Communications Manager
Phone +45 3672 0044
Mobile +45 3035 6728

(C) Copyright 2010 PANDORA - EN All rights reserved