

No. 90

**COMPANY ANNOUNCEMENT**

22 May 2013

## NOTICE FROM MAJOR SHAREHOLDER

In accordance with Section 29 of the Danish Securities Trading Act, cf. the Danish Executive Order no. 668 of 28 June 2012 on major shareholders, the following is hereby announced:

Prometheus Invest ApS has informed PANDORA as follows:

As of today, Prometheus Invest ApS holds 53,187,416 shares of a nominal value of DKK 1 (aggregate nominal value DKK 53,187,416) in PANDORA, corresponding to approximately 40.87 % of the total share capital and approximately 40.87 % of the total voting rights.

### 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 over 10,300 points of sale, including approximately 900 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 2012, 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:

#### INVESTOR RELATIONS

**Morten Eismark**, VP Group Investor Relations

Phone +45 3673 8213

Mobile +45 3045 6719