



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

October 07, 2010

No. 3
COMPANY ANNOUNCEMENT
7 October 2010

Reporting of transactions 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 or companies.

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

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	Sale
Type of security	Shares
Trading date	5 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	4.688.672
Market Value on the trading date	DKK 984.621.120

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
Type of security	Shares

Trading date	5 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	163.937,00
Market Value on the trading date	DKK 34.426.770

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
Type of security	Shares
Trading date	5 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	131.149,00
Market Value on the trading date	DKK 27.541.290

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
Type of security	Shares
Trading date	5 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	98.362,00
Market Value on the trading date	DKK 20.656.020

Name of the reporting person	Torben Ballegard Sørensen
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Reason for the reporting	Member of the Board
Name of the issuer	PANDORA A/S
Securities code	DK0060252690
Nature of the transaction	Sale
Type of security	Shares
Trading date	5 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	32.787,00
Market Value on the trading date	DKK 6.885.270

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
Type of security	Shares
Trading date	5 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	32.787,00
Market Value on the trading date	DKK 6.885.270

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	Sale
Type of security	Shares
Trading date	5 October 2010
Trading market	NASDAQ OMX Copenhagen

Number of securities	28.733,00
Market Value on the trading date	DKK 6.033.930,00

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	Sale
Type of security	Shares
Trading date	5 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	48.800,00
Market Value on the trading date	DKK 10.248.000,00

Name of the reporting person	Andrea Dawn Alvey
Reason for the reporting	Member of the Board
Name of the issuer	PANDORA A/S
Securities code	DK0060252690
Nature of the transaction	Purchase
Type of security	Shares
Trading date	5 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	2.857
Market Value on the trading date	DKK 600.000

Name of the reporting person	Sten Daugaard
Reason for the reporting	Member of the Board
Name of the issuer	PANDORA A/S

Securities code	DK0060252690
Nature of the transaction	Purchase
Type of security	Shares
Trading date	5 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	4.285
Market Value on the trading date	DKK 900.000

Name of the reporting person	Marcello V. Bottoli
Reason for the reporting	Member of the Board
Name of the issuer	PANDORA A/S
Securities code	DK0060252690
Nature of the transaction	Purchase
Type of security	Shares
Trading date	5 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	4.761
Market Value on the trading date	DKK 1.000.000

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
Type of security	Shares
Trading date	5 October 2010
Trading market	NASDAQ OMX Copenhagen

Number of securities	2.380
Market Value on the trading date	DKK 500.000
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
Type of security	Shares
Trading date	5 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	4.761
Market Value on the trading date	DKK 1.000.000
Name of the reporting person	Allan Leighton
Reason for the reporting	Chairman of the Board
Name of the issuer	PANDORA A/S
Securities code	DK0060252690
Nature of the transaction	Purchase
Type of security	Shares
Trading date	5 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	12.380
Market Value on the trading date	DKK 2.600.000

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

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