

PRESS RELEASE

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PANDORA OPENS ITS LARGEST STORE IN THE NORDIC REGION

PANDORA is opening a new Concept Store in Copenhagen on the pedestrian street Strøget, at Amagertorv 18-20. The 80-square-metre store – PANDORA's largest in the Nordic region – will open for business 19 April 2013. Like other PANDORA Concept Stores, the new Amagertorv location will offer the complete PANDORA jewellery collection.

Centrally located on one of Denmark's busiest shopping streets, the new store is in line with PANDORA's strategy of focusing on branded sales channels by upgrading existing stores and opening new Concept Stores. On 25 April 2013, PANDORA Nordic will also open its first Concept Store in Norway in the popular tourist city of Bergen.

"The excitement that our customers around the world experience when they encounter the complete PANDORA universe should, of course, be readily available in Denmark, where it all began. We are proud to open yet another PANDORA Concept Store in the Nordic region – a store that is not only the largest in the area but also offers our customers a unique jewellery experience," said Kasper Grue, Vice President PANDORA Nordic.

At the end of 2012, PANDORA had 10,374 points of sale worldwide, including nearly 900 Concept Stores in about 50 countries. In 2012, Concept Stores generated 47% of the company's direct sales.

PANDORA has Concept Stores in major cities like New York, Rio de Janeiro, London, Paris, Moscow, Hong Kong, Sydney and Beijing. PANDORA expects to open about 150 more Concept Stores in 2013.

ABOUT PANDORA

PANDORA designs, manufactures and markets hand-finished, 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.

CONTACT

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