

No. 71

COMPANY ANNOUNCEMENT

26 February 2013

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 | Anders Boyer-Søgaard |
| Reason for the reporting | Board Member |
| Name of the issuer | PANDORA A/S |
| Securities code | DK0060252690 |
| Nature of the transaction | Purchase |
| Type of security | Shares |
| Trading date | 26 February 2013 |
| Trading market | NASDAQ OMX Copenhagen |
| Number of securities | 4,121 |
| Market Value on the trading date | DKK 572,819 |

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.

CONTACT

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