

## **NEW REPORT: PANDORA HAS MOST ENGAGED FACEBOOK FANS**

### **PRESS RELEASE**

5 July 2011

In a new study by L2, a digital think tank based in New York, PANDORA received high marks for its use of Facebook, particularly the level of fan engagement. The company's Facebook page was ranked number 1 in the jewellery category for fan engagement and 3<sup>rd</sup> across all categories.

The study, 'Prestige 100: Facebook IQ', measured how effectively prestige brands used Facebook. Companies were drawn from the automobile, beauty & skincare, champagne & spirits, fashion, watches and jewellery categories.

Brands were ranked according to criteria that included size of the Facebook community, the quality of brand content, responsiveness, engagement of fans and integration of Facebook across other media.

"PANDORA's engagement (highest in their category) on Facebook demonstrates a level of commitment and skill that put them in our "Gifted" category, among much larger brands," says Scott Galloway, L2 founder and NYU Stern Professor.

Fan engagement, which accounted for a quarter of the total score, was measured by the average number of weekly fan posts as a percentage of total page 'likes', the total number of fan posts and the number of uploaded fan photos and videos. PANDORA had the highest average number of fan posts in the category.

"We're delighted that PANDORA's Facebook page has been so highly regarded in the L2 study," said Mikkel Berg, Senior Vice President, Group Marketing at PANDORA. "But the honour should go to the women who contribute to the page each day. It's their commitment that got PANDORA noticed and their engagement that makes the page such a lively, welcoming and interesting place."

Digital communication is a key part of PANDORA's communication strategy. In June, the company released the first issue of a digital-only magazine to their 1.7-million member customer club. This publication itself stressed a Facebook-like engagement through the ability to share and comment on articles.

Mikkel Berg said: "PANDORA is a social brand and as such well-suited to digital relationships. Our aim is to inspire women around the world to express their individuality and share their unforgettable moments. Facebook provides a great platform for this dialogue, and it's why we'll continue to make social media like Facebook a priority."

### **NOTES TO THE EDITOR**

#### **About Facebook (L2 Data)**

- Facebook has 662 million users and continues to grow
- Facebook accounts for 1 in every 8 minutes spent on the internet
- 40% of users follow a brand
- 41% log into Facebook every day

#### **About L2**

L2 is a think tank for digital innovation based in New York. Their Digital IQ Index® reports provide brands with a benchmark to measure digital competence against peers. Developed by L2 founder and NYU Stern Professor Scott Galloway, the

Digital IQ is a robust tool that scores brands on over 100 quantitative and qualitative data points, diagnosing their digital strengths and weaknesses.

### **PANDORA on Facebook:**

- Facebook page launched in April 2009
- + 425,000 fans
  - 95% women
  - 23% of the fans aged 18-24
  - 27% of the fans aged 25-34
  - 22% of the fans aged 35-44
  - Most users from the US (27%), the UK (21%) and Portugal (15%)
- + 2,000 new fans join every day
- More than 250,000 of the fans are active on the page every month
- Local landing pages launched in April 2011 (AU, DE, DK, ES, PL, PT, UK, US)
- International moderation team launched in May 2011(AU, UK, US)

(All numbers as per July 2011)

### **About PANDORA**

PANDORA designs, manufactures and markets hand-finished and modern jewellery made from genuine materials at affordable prices. The PANDORA jewellery is sold in more than 55 countries on six continents through over 10,000 points of sale, including more than 450 PANDORA branded concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs over 5,000 people worldwide of whom 3,600 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 2010, PANDORA's total revenue was DKK 6.7 billion (approximately EUR 895 million). For more information, please visit [www.pandoragroup.com](http://www.pandoragroup.com)

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