



## REPORTING OF TRANSACTIONS IN SHARES BY EXECUTIVE EMPLOYEES IN THE PANDORA A/S SHARE - CORRECTION TO COMPANY ANNOUNCEMENT NO. 3

October 11, 2010

No. 10

COMPANY ANNOUNCEMENT

11 October 2010

Reporting of transactions in shares by executive employees in the PANDORA A/S share - Correction to Company Announcement no. 3

This Company Announcement shall replace Company Announcement no. 3 of 7. October 2010 in full as the number of shares and the value of the shares has been corrected due to the fact that the over-allotment option has been exercised in full, cf. Company Announcement no. 5 of 8. October 2010.

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	4,623,728
Market Value on the trading date	DKK 970,982,880

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	181,750
Market Value on the trading date	DKK 38,167,500

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	145,400
Market Value on the trading date	DKK 30,534,000

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	109,050
Market Value on the trading date	DKK 22,900,500

Name of the reporting person	Torben Ballegard Sørensen
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	36,350
Market Value on the trading date	DKK 7,633,500

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	36,350
Market Value on the trading date	DKK 7,633,500

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	30,820
Market Value on the trading date	DKK 6,472,200

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	52,344
Market Value on the trading date	DKK 10,992,240

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 599,970

Name of the reporting person	Sten Daugaard
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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	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 899,850

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 999,810

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 499,800	

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 999,810	

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 2,599,800	

Name of the reporting person	Per Enevoldsen	
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Reason for the reporting	Managing Director	
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	1,157,863	
Market Value on the trading date	DKK 243,151,230	

#### 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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