

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

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

No. 51

COMPANY ANNOUNCEMENT

21 February 2012

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	Marcello V Bottoli
Reason for the reporting	Interim CEO and Board Member
Name of the issuer	PANDORA A/S
Securities code	DK0060252690
Nature of the transaction	Purchase
Type of security	Shares
Trading date	21 February 2012
Trading market	NASDAQ OMX Copenhagen
Number of securities	24,700
Market Value on the trading date	DKK 2,114,320

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 65 countries on six continents through over 10,500 points of sale, including more than 670 concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs over 5,300 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 2011, PANDORA's total revenue was DKK 6.7 billion (approximately EUR 893 million). For more information, please visit www.pandoragroup.com

CONTACT

For further queries, please contact:

INVESTOR RELATIONS

Morten Eismark, VP Group Investor Relations

Phone +45 3673 8213

Mobile +45 3045 6719

MEDIA RELATIONS

Kasper Riis, VP Group Communications

Phone +45 3673 0627

Mobile +45 3035 6728

Vedhæftede filer: