

PRESS RELEASE
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PANDORA CELEBRATES 30 YEARS OF UNFORGETTABLE MOMENTS

30 years ago, in 1982, in a small jeweller's shop in modest surroundings in Copenhagen, Denmark, Danish goldsmith Per Enevoldsen and his wife Winnie began the journey of what would later become one of the world's largest jewellery brands.

The PANDORA story began with a desire to provide women across the world with a universe of modern, genuine and hand-finished jewellery at affordable prices. From the start, this original idea was propelled by a concept that allowed women to combine jewellery to express their personal style and individuality – a key driver behind the company's later global expansion and success.

In 2000, PANDORA launched its iconic charm bracelet and, as demand rapidly grew, the company expanded internationally. PANDORA is now present in more than 65 countries across six continents, proving the global appeal of affordable luxury and branded, customisable jewellery.

Today a publically listed company with over 5,300 employees worldwide, PANDORA remains true to its roots and founding ideas. In every aspect of its business, including production, the company has succeeded in growing without compromising quality. The jewellery, primarily made with solid sterling silver and gold, is designed by goldsmiths and jewellery designers in Denmark and produced in Thailand by skilled craftsmen, who hand-finish every piece.

To commemorate the past three decades, PANDORA has created an anniversary booklet titled '30 Years, 30 Moments.' The key moments and milestones, handpicked by the people most intimately involved with the PANDORA story, follow the company's evolution into a global brand enjoyed by millions of women worldwide. Highlights from the collection of 30 vignettes include:

- The story of how PANDORA got its name
- The set-up of PANDORA's own production in Thailand in 1989
- The launch of PANDORA's charm bracelet concept in 2000
- PANDORA's 2003 launch in the United States, now the company's single largest market
- Becoming one of the world's three largest jewellery brands in 2009
- The "PANDORA" ticker first appearing on the Copenhagen stock exchange in 2010
- Reaching over a million Facebook *likes* in 2011
- The opening of PANDORA's 100th Asian store in 2012

The '30 Years, 30 Moments' booklet is available for download at:
www.pandoragroup.com/en/Media/Pandora_In_Brief

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 10,000 points of sale, including around 700 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

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