

PANDORA TO OPEN CONCEPT STORE NUMBER 1,000

PANDORA will on 23 October reach 1,000 Concept Stores globally. The latest addition is the PANDORA Concept Store located in the Paris Beaugrenelle Shopping Mall, the second-largest mall in Paris, and one of the most attractive locations in the French capital near the Eiffel Tower. The store will open for business 23 October.

About seven million people ascend the Eiffel Tower every year and many more tourists and Parisians stroll past the tower yearly, which makes Beaugrenelle Shopping Mall a very attractive store location. The new Concept Store highlights the importance of France and Paris in the global PANDORA business. Not surprisingly, PANDORA's Eiffel Tower Charm is the No. 1 best-selling charm in France and actually also among the best-selling charms globally.

"We are very proud to open a PANDORA Concept Store in such a great location. That it also increases the global PANDORA Concept Store count to 1,000 is an extra bonus," says Patrick Szraga, Managing Director, PANDORA France. "Our consumers in France have really embraced the PANDORA brand and we look forward to present even better shopping experiences going forward."

PANDORA has been active in France for two years and will soon have 22 Concept Stores in the country following the opening of one additional Concept Store in October and two in November. The openings are in line with PANDORA's strategy of focusing on branded sales channels by upgrading existing stores and opening Concept Stores.

Concept Stores generate approximately half of PANDORA's direct sales. PANDORA has Concept Stores in major cities like New York, Rio de Janeiro, London, Paris, Rome, Moscow, Hong Kong, Sydney and Beijing. PANDORA expects to open around 175 Concept Stores in 2013.

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 approximately 10,300 points of sale.

Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs over 6,900 people worldwide of whom 4,900 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 900 million). For more information, please visit www.pandoragroup.com.

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