

PRESS RELEASE
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PANDORA TOPS PRESTIGIOUS GLOBAL BENCHMARK FOR BEST FACEBOOK FAN ENGAGEMENT

For the second consecutive year, PANDORA has earned excellent marks on New York digital think tank L2's Facebook IQ Index®. PANDORA took the prize for the highest fan activity, with the most weekly fan posts in the index, and placed 10th of 100 prestige global brands overall. In the watch and jewellery category, PANDORA took 3rd place, ahead of other longer established global brands in the jewellery industry.

L2's Digital IQ Index is the global benchmark for the digital performance of prestige brands, and their annual Facebook IQ Index is the only brand audit that benchmarks luxury brands' marketing competence and performance on the world's largest digital platform.

According to L2, the Top 10 list is dominated by brands skilled at engaging visitors through user-generated content and local pages and posts. With its chart-topping 1,040 average weekly posts in 2012 – the highest in the index across all categories – PANDORA set the example in fan engagement and improved its standing since last year. (In 2011, PANDORA's fan engagement ranked first in the jewellery category and 3rd across all categories.) And PANDORA's 1,372,030 "Likes" as of May 2012 placed it 3rd in its category and 10th among all brands.

"PANDORA's Facebook page has the most active fans in the prestige industry, a testament to the brand's ability to leverage a tight-knit offline community into a highly-engaged online gathering," said Daniella Caplan, L2 Associate and Facebook IQ Index® Research Lead.

Mikkel Berg, Senior Vice President of Group Marketing at PANDORA, said: "PANDORA is a fundamentally social brand. Our jewellery is both inspired by and created for women around the world, and Facebook helps us fulfil our ambition of helping women from all walks of life express their individualities and share their unique stories. The Facebook platform also offers a unique forum for facilitating dialogue between our customers – and provides real-time feedback that drives our innovation and improves our understanding of our customers' wants and needs."

"As a young brand, we are of course proud to be ranked top among our peers, but the real honour must go to the women who contribute to our online community every single day," Berg added.

PANDORA's high Facebook intelligence, which earned "Gifted" status and rose 19% since its 30th place ranking in the 2011 Index, is symbolic not only of a large, devoted Facebook community but also of strong integration across marketing efforts. PANDORA's digital communication strategy, a key part of its overall marketing strategy, includes close integration between Facebook, the PANDORA website, and other media, such as PANDORA's popular digital magazine.

PANDORA launched its Facebook page in 2009, and in December 2011 welcomed its one-millionth fan. Today, PANDORA has nearly 1.4 million fans and over 500,000 active users every month. Between 350,000 and 500,000 Facebook users see PANDORA's updates each 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. For more information about the L2 Facebook IQ Index®, please visit <http://www.l2thinktank.com/research/facebook-iq-index-2012/>

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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