

Company announcement regarding exercise of warrants and Reporting of transactions in shares by executive employees in the PANDORA A/S share

October 08, 2010

No. 8
COMPANY ANNOUNCEMENT
8 October 2010

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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	Mikkel Vendelin Olesen
Reason for the reporting	CEO
Name of the issuer	PANDORA A/S
Securities code	DK0060252690
Nature of the transaction	Obtained shares in PANDORA A/S as consideration for exercise of warrants
Type of security	Shares
Trading date	6 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	415.397
Market Value on the trading date	DKK 502.630,37

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	Obtained shares in PANDORA A/S as consideration for exercise of warrants

Type of security	Shares
Trading date	6 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	331.713
Market Value on the trading date	DKK 401.372,7

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	Obtained shares in PANDORA A/S as consideration for exercise of warrants

Type of security	Shares
Trading date	6 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	249.036
Market Value on the trading date	DKK 301.333,56

Name of the reporting person	Torben Ballegaard Sorensen
Reason for the reporting	Member of the Board
Name of the issuer	PANDORA A/S
Securities code	DK0060252690
Nature of the transaction	Obtained shares in PANDORA A/S as consideration for exercise of warrants

Type of security	Shares
Trading date	6 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	424.471

Market Value on the trading date	DKK 513.609,91
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	Obtained shares in PANDORA A/S as consideration for exercise of warrants
Type of security	Shares
Trading date	6 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	82.676
Market Value on the trading date	DKK 100.037,96

Name of the reporting person	Helene Holmark
Reason for the reporting	Close relations to CFO Henrik Holmark
Name of the issuer	PANDORA A/S
Securities code	DK0060252690
Nature of the transaction	Purchase
Type of security	Shares
Trading date	6 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	714
Market Value on the trading date	DKK 1.499,4

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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