

PRESS RELEASE
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PANDORA CERTIFIED BY THE RESPONSIBLE JEWELLERY COUNCIL

PANDORA announced today that it has been certified by the Responsible Jewellery Council (RJC), confirming the company's compliance with the industry's highest sustainability standards in areas such as human rights, working conditions, environmental footprint and business ethics.

To achieve this certification, PANDORA has been assessed by accredited, third-party auditors to verify its conformity to the RJC's Code of Practices. The Code contains 146 provisions defining best practices from the sourcing of raw materials through manufacturing to the sale of finished jewellery to customers.

The RJC is an international, non-profit organisation established in 2005 and currently has more than 370 member companies worldwide, all committed to promoting responsible business practices throughout the jewellery industry.

Michael Rae, Chief Executive Officer of the RJC, said: "The Council is delighted to congratulate PANDORA on its certification. Since it joined the RJC, PANDORA has been an active participant in our organisation's efforts to define and shape the standards for our industry."

Claus Teilmann Petersen, Vice President of Group Corporate Social Responsibility at PANDORA, said: "Although a successful RJC certification is just one element in our social responsibility strategy, it marks an important milestone in our journey towards full sustainability. Also, it demonstrates our determination to raise the bar for responsible business practices throughout the jewellery value chain."

To maintain its certification, PANDORA has committed to continuously updating its responsible business practices and will undergo regular re-certification audits. In addition, the company is required to maintain internal vigilance that it is meeting the standards set out by the RJC.

In addition to the RJC certification, PANDORA's production facilities in Thailand have been certified according to the international standard ISO 9001 (quality) since 2009 and achieved the OHSAS 18001 (occupational health and safety) and ISO 14001 (environment) certifications earlier this year.

ABOUT THE RESPONSIBLE JEWELLERY COUNCIL

The Responsible Jewellery Council is an international not-for-profit organisation bringing together more than 370 member companies. RJC and its Members are committed to promoting responsible ethical, human rights, social and environmental practices in a transparent and accountable manner throughout the jewellery industry from mine to retail. This commitment aims to reinforce consumer and stakeholder confidence in diamond, gold and platinum metals jewellery products.

The RJC has developed the RJC Member Certification system which applies to all Members' businesses that contribute to the diamond, gold and platinum metals jewellery supply chain.

All Certified Members of the RJC are audited by accredited, third party auditors to verify their conformance with the RJC's Code of Practices. A voluntary Chain-of-Custody Standard has also been developed for gold and platinum group metals.

The RJC is a Full Member of the ISEAL Alliance – the global association for sustainability standards. For more information on RJC Members, Certification, and Standards please visit www.responsiblejewellery.com

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 more than 750 concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs over 5,800 people worldwide of whom 3,900 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 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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