

No. 17
COMPANY ANNOUNCEMENT
21 December 2010

PANDORA A/S
Hovedvejen 2 | DK-2600 Glostrup | Denmark
Tel. +45 3672 0044 | Fax +45 3672 0800
www.pandora.net

FINANCIAL CALENDAR 2011

PANDORA A/S has planned the following dates in 2011 for the financial statements, the Annual General Meeting and payment of annual dividend:

15 March 2011:	Annual Report 2010
28 March 2011:	Annual General Meeting
1 April 2011:	Payment of annual dividend
19 May 2011:	Interim Report for the first quarter of 2011
16 August 2011:	Interim Report for the second quarter of 2011
22 November 2011:	Interim Report for the third quarter of 2011

ABOUT PANDORA

PANDORA designs, manufactures and markets hand finished and modern jewellery made of genuine materials and at affordable prices. The PANDORA jewellery is sold in more than 50 countries on six continents through approximately 10,000 points of sale, including over 320 PANDORA branded concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs over 4,800 people worldwide of whom more than 3,500 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 2009, PANDORA's total revenue was DKK 3.5 billion (approximately EUR 465 million). For more information, please visit www.pandoragroup.com

CONTACT

For further queries, please contact:

INVESTOR RELATIONS

Steen Juul Jensen, Head of Investor Relations
Phone +45 3673 0635
Mobile +45 2494 4902

MEDIA RELATIONS

Kasper Riis, Communications Manager
Phone +45 3672 0044
Mobile +45 3035 6728