

PRESS RELEASE
18 December 2017

PANDORA CAPITAL MARKETS DAY AGENDA

On 16 January 2018, PANDORA will host a Capital Markets Day in Copenhagen, Denmark, for analysts, institutional investors and media. The purpose of the event is to present PANDORA's strategy towards 2022.

The day includes the following presentations:

AGENDA	PRESENTER(S)
PANDORA's Strategy towards 2022	<i>Anders Colding Friis, President & CEO</i>
Design & Manufacturing	<i>Thomas Touborg, SVP, Group Operations Stephen Fairchild, SVP, Chief Creative Officer</i>
Brand & Consumer	<i>Minna Philipson, SVP, Chief Marketing Officer</i>
Distribution Channels	<i>David Allen, President, EMEA</i>
Financial Implications	<i>Peter Vekslund, EVP & CFO</i>

Registration will begin at 10:00 AM CET, while the presentation will start at 10:30 AM CET and end at 5:30 PM. Lunch break will be at 1:30 PM CET. The event will take place at Mogens Dahl Koncertsal, Snorresgade 22, 2300 Copenhagen S.

Following the presentations, participants are invited to attend a dinner at PANDORA's Global Office from 6:00 PM CET to 8:30 PM. The address is Havneholmen 17-19, 1561 Copenhagen V.

A live webcast of the event will be available at investor.pandoragroup.com and will also be available on the Company's website after the event.

For those who has not already signed up for the event, please contact Investor Relations Coordinator Louise Gylling Jørgensen on logi@pandora.net. Deadline for registration is 27 December 2017.

ABOUT PANDORA

PANDORA designs, manufactures and markets hand-finished and contemporary jewellery made from high-quality materials at affordable prices. PANDORA jewellery is sold in more than 100 countries on six continents through around 7,700 points of sale, including more than 2,200 concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs more than 22,300 people worldwide of whom around 13,200 are located in Thailand, where the Company manufactures its jewellery. PANDORA is publicly listed on the Nasdaq Copenhagen stock exchange in Denmark. In 2016, PANDORA's total revenue was DKK 20.3 billion (approximately EUR 2.7 billion).

CONTACT

For more information, please contact:

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