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COMPANY ANNOUNCEMENT
12 October 2010

PANDORA A/S
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REPORTING OF TRANSACTIONS IN SHARES BY EXECUTIVE EMPLOYEES IN THE PANDORA A/S SHARE

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	Sale of shares
Type of security	Shares
Trading date	8 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	145,188
Market Value on the trading date	DKK 30,489,480

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	Sale of shares
Type of security	Shares
Trading date	8 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	115,948
Market Value on the trading date	DKK 24,349,080

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	Sale of shares

Type of security	Shares
Trading date	8 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	86,709
Market Value on the trading date	DKK 18,208,890

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	Sale of shares
Type of security	Shares
Trading date	8 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	148,565
Market Value on the trading date	DKK 31,198,650

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	Sale of shares
Type of security	Shares
Trading date	8 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	28,937
Market Value on the trading date	DKK 6,076,770

Name of the reporting person	Per Enevoldsen
Reason for the reporting	Managing Director
Name of the issuer	PANDORA A/S
Securities code	DK0060252690
Nature of the transaction	Purchase of shares
Type of security	Shares
Trading date	8 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	52,559
Market Value on the trading date	DKK 11,037,390

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	Purchase of shares
Type of security	Shares
Trading date	8 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	2,066
Market Value on the trading date	DKK 433,860

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	Purchase of shares
Type of security	Shares
Trading date	8 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	1,653
Market Value on the trading date	DKK 347,130

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	Purchase of shares
Type of security	Shares
Trading date	8 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	1,240
Market Value on the trading date	DKK 260,400

Name of the reporting person	Torben Ballegard Sørensen
Reason for the reporting	Member of the Board
Name of the issuer	PANDORA A/S
Securities code	DK0060252690
Nature of the transaction	Purchase of shares
Type of security	Shares
Trading date	8 October 2010

Trading market	NASDAQ OMX Copenhagen
Number of securities	413
Market Value on the trading date	DKK 86,730

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	Purchase of shares
Type of security	Shares
Trading date	8 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	413
Market Value on the trading date	DKK 86,730

Name of the reporting person	Nikolaj Vejlsgaard
Reason for the reporting	Member of the Board
Name of the issuer	PANDORA A/S
Securities code	DK0060252690
Nature of the transaction	Purchase of shares
Type of security	Shares
Trading date	8 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	350
Market Value on the trading date	DKK 73,500

Name of the reporting person	Christian Frigast
Reason for the reporting	Member of the Board
Name of the issuer	PANDORA A/S
Securities code	DK0060252690
Nature of the transaction	Purchase of shares
Type of security	Shares
Trading date	8 October 2010
Trading market	NASDAQ OMX Copenhagen
Number of securities	595
Market Value on the trading date	DKK 124,950

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

For further queries, please contact:

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