

PRESS RELEASE

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

PANDORA RELEASES ITS 2012 CSR REPORT

PANDORA's Corporate Social Responsibility Report 2012 focuses on the ethical challenges facing the jewellery industry as well as PANDORA's efforts to further strengthen its responsible business practices, from the selection and sourcing of materials to crafting and marketing its genuine jewellery.

"With this report, we celebrate yet another year of progress in embedding CSR internally, as well as our proactive engagement in joint CSR initiatives aiming to raise the bar for the entire jewellery industry," says Bjørn Gulden, Chief Executive Officer at PANDORA.

This year's report pays special attention to responsible sourcing of jewellery materials as well as to PANDORA's ongoing commitment to providing safe working conditions and rewarding jobs at the company's jewellery crafting facilities in Thailand. The report also evaluates the comprehensive training programme offered to sales staff representing the PANDORA brand in over 10,300 PANDORA points of sale worldwide.

Furthermore, the report discloses PANDORA's diversity targets and performance and highlights PANDORA *Ethics*, a responsibility programme that defines and implements PANDORA's ethical aspirations throughout the Group.

"A major 2012 milestone for us was to have our responsibility policies and practices certified by the *Responsible Jewellery Council*. The RJC is the most ambitious CSR initiative within the jewellery industry, and getting their seal of approval for our CSR efforts and business practices was very important," says Claus Teilmann Petersen, Vice President Group CSR, PANDORA.

Download PANDORA's 2012 CSR Report at www.pandoragroup.com/csr/publications

Download CSR related images at www.pandoragroup.com/Media/Image-Library/Production

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 70 countries on six continents through over 10,300 points of sale, including approximately 900 concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs over 6,000 people worldwide of whom 4,000 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 2012, PANDORA's total revenue was DKK 6.7 billion (approximately EUR 893 million). For more information, please visit www.pandoragroup.com.

CONTACT

For more information, please contact:

Jakob Risom Langelund, Press Officer

Phone: +45 3673 0634 | Mobile: +45 6165 6540

Email: jarl@pandora.net