

No. 88
COMPANY ANNOUNCEMENT
21 May 2013

PANDORA A/S
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ACCELERATED BOOKBUILT OFFERING OF EXISTING SHARES IN PANDORA A/S HAS BEEN ANNOUNCED

Pandora A/S has received the following information from Prometheus Invest ApS:

J.P. Morgan Securities plc and Nordea Markets have today announced the launch of an accelerated bookbuilt offering to institutional investors of up to 13 million existing shares in PANDORA, equivalent to approximately 10 % of PANDORA'S nominal share capital, on behalf of PANDORA's majority shareholder Prometheus Invest ApS.

PANDORA will not receive any proceeds from the transaction.

A copy of the press release from J.P. Morgan Securities plc and Nordea Markets is attached.

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

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INVESTOR RELATIONS

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