

No. 74
COMPANY ANNOUNCEMENT
11 March 2013

PANDORA A/S
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www.pandora.net

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 following transaction:

Under the internal restructuring procedure, Pewic Holding ApS has on 8 March 2013 sold a total of 74,824 PANDORA A/S shares to some of the minority shareholders of Prometheus Invest ApS in exchange for nominally DKK 80,000 shares in Prometheus Invest ApS.

Following the transaction Pewic Holding ApS' aggregate ownership interest in PANDORA A/S remains unchanged and the company's intentions regarding its ownership of PANDORA A/S remain the same as previously.

Name of the Reporting Person	Pewic Holding ApS
Reporting reason	Closely related party to executive Per Algot Enevoldsen
Name of issuing company	Pandora A/S
Securities code	DK0060252690
Nature of transaction	Sale of shares (exchange of shares)
Type of security	Shares
Trading date	8 March 2013
Trading market	OTC
Number of securities	74,824
Market value on the trading date	DKK 11,597,720

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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