

No. 55

**COMPANY ANNOUNCEMENT**

5 March 2012

**COMPANY ANNOUNCEMENT REGARDING PANDORA A/S –  
SECTION 28A ANNOUNCEMENT ACCORDING TO THE  
DANISH SECURITIES TRADING ACT**

PANDORA A/S has received the following announcement from Prometheus Invest ApS;

**Prometheus Invest ApS's share transaction in PANDORA A/S**

On 2 March, Prometheus Invest ApS sold 5,261,057 Pandora shares in RS Family ApS in connection with the repurchase of own shares from RS Family ApS.

Under the transaction, RS Family ApS and Prometheus Invest ApS will exchange 5,261,057 Pandora shares for 5,625,000 shares in Prometheus Invest ApS.

Following the transaction, RS Family's ownership of PANDORA A/S has thus changed from being indirect ownership of PANDORA A/S to being direct ownership. The parties' intentions regarding their ownership of PANDORA A/S remain the same as previously.

|                                  |  |
|----------------------------------|--|
| Name of the Reporting Person     | Prometheus Invest ApS                        |
| Reporting reason                 | Closely related to executives at PANDORA A/S |
| Name of issuing company          | PANDORA A/S                                  |
| Securities code                  | DK0060252690                                 |
| Nature of transaction            | Exchange (Sale of shares)                    |
| Type of security                 | Shares                                       |
| Trading date                     | 2 March 2012                                 |
| Trading market                   | OTC  |
| Number of securities             | 5,261,057                                    |
| Market value on the trading date | DKK 391,159,588                              |

Following the completion of the above transaction, Prometheus Invest ApS owns 65,704,750 shares of a nominal value of DKK 1 each in PANDORA A/S, corresponding to 50.45% of the total share capital and the corresponding number of voting rights.

## **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 65 countries on six continents through over 10,500 points of sale, including more than 670 concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs over 5,300 people worldwide of whom 3,600 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 2011, PANDORA's total revenue was DKK 6.7 billion (approximately EUR 893 million). For more information, please visit [www.pandoragroup.com](http://www.pandoragroup.com)

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