

No. 215

COMPANY ANNOUNCEMENT

16 February 2015

MAJOR SHAREHOLDER ANNOUNCEMENT

Pursuant to section 29 of the Danish Securities Trading Act, PANDORA hereby announce that the Company today has been notified by BlackRock Investment Management (UK) Limited that BlackRock, Inc. has increased its holding of shares in PANDORA A/S at 13 February 2015 to 6,434,446 shares, corresponding to 5.02% of the share capital and the 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 80 countries on six continents through approximately 9,800 points of sale, including more than 1,300 concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs more than 11,000 people worldwide of whom approximately 7,800 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 2013, PANDORA's total revenue was DKK 9.0 billion (approximately EUR 1.2 billion). For more information, please visit www.pandoragroup.com.

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