

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

No. 282 COMPANY ANNOUNCEMENT 14 February 2016

TREASURY SHARES EXCEED 5% OF SHARE CAPITAL

In accordance with Section 28 and 29 of the Danish Securities Trading Act, it is hereby announced that PANDORA A/S as of today owns a total of 6,217,611 treasury shares of nominally DKK 1 (in total nominally DKK 6,217,611) and hereby exceed 5% of the total share capital and the total voting rights in the Company.

On 9 February 2016, PANDORA initiated a share buy-back programme, cf. Company announcement no. 281. Under the programme PANDORA will buy back shares for an amount up to DKK 4,000 million in the period from 9 February to 31 December 2016.

ABOUT PANDORA

PANDORA designs, manufactures and markets hand-finished and contemporary jewellery made from high-quality materials at affordable prices. PANDORA jewellery is sold in more than 100 countries on six continents through approximately 9,300 points of sale, including around 1,800 concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs more than 16,700 people worldwide of whom approximately 11,000 are located in Gemopolis, Thailand, where the company manufactures its jewellery. PANDORA is publicly listed on the NASDAQ Copenhagen stock exchange in Denmark. In 2015, PANDORA's total revenue was DKK 16.7 billion (approximately EUR 2.2 billion).

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