

No. 287

COMPANY ANNOUNCEMENT

29 February 2016

TRANSACTIONS IN CONNECTION WITH SHARE BUYBACK PROGRAMME

On 9 February, PANDORA initiated a share buy-back programme, cf. Company announcement no. 281. The programme is implemented in accordance with the provisions of European Commission Regulation no. 2273/2003 of 22 December 2003 (the Safe Harbour Regulation). The purpose of the programme is to reduce PANDORA's share capital and to meet obligations arising from employee share option programmes.

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.

The following transactions have been made under the programme:

	Number of shares	Average purchase price, DKK	Transaction value, DKK
Accumulated last announcement	249,190		196,530,082
22 February 2016	40,000	847.16	33,886,492
23 February 2016	1,500	834.93	1,252,399
24 February 2016	60,000	830.55	49,833,030
25 February 2016	0		0
26 February 2016	1,500	867.83	1,301,749
Accumulated under the program	352,190		282,803,752

With the transactions stated above, PANDORA owns a total of 6,376,329 treasury shares, corresponding to 5.2% of the share capital.

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).

CONTACT

For more information, please contact:

INVESTOR RELATIONS

Morten Raunholt Eismark
VP Group Investor Relations
Phone +45 3673 8213
Mobile +45 3045 6719

MEDIA RELATIONS

Kristian Lysgaard
Director, Group Communications
Phone +45 4323 1774
Mobile +45 2556 8561

Magnus Thorstholm Jensen
Senior Investor Relations Officer
Phone +45 4323 1739
Mobile +45 3050 4402