

No. 401

COMPANY ANNOUNCEMENT

11 September 2017

TRANSACTIONS IN CONNECTION WITH SHARE BUYBACK PROGRAMME

On 7 February 2017, PANDORA initiated a share buy-back programme, cf. Company announcement no. 350. The share buyback programme is executed in accordance with Regulation (EU) No 596/2014 of the European Parliament and of the Council of 16 April 2014 on market abuse (market abuse 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 1,800 million in the period from 7 February 2017 to 6 February 2018.

The following transactions have been made under the programme:

	Number of shares	Average purchase price, DKK	Transaction value, DKK
Total, latest announcement	1,609,886		1,132,509,380
4 September 2017	12,000	657.62	7,891,440
5 September 2017	18,000	649.11	11,683,980
6 September 2017	20,000	634.94	12,698,800
7 September 2017	20,000	642.38	12,847,600
8 September 2017	20,000	641.60	12,832,000
Total accumulated over week 36	90,000		57,953,820
Total accumulated during the share buyback programme	1,699,886		1,190,463,200

With the transactions stated above, PANDORA owns a total of 2,024,926 treasury shares, corresponding to 1.80% of the Company's share capital.

In accordance with Regulation (EU) No 596/2014, all transactions related to the share buyback programme are presented in detailed form in the spread sheet attached to this Company Announcement.

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 around 7,700 points of sale, including more than 2,200 concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs more than 22,300 people worldwide of whom around 13,200 are located in Thailand, where the Company manufactures its jewellery. PANDORA is publicly listed on the Nasdaq Copenhagen stock exchange in Denmark. In 2016, PANDORA's total revenue was DKK 20.3 billion (approximately EUR 2.7 billion).

CONTACT

For more information, please contact:

INVESTOR RELATIONS

Magnus Thorstholm Jensen
Vice President, Head of Investor Relations
+45 7219 5739
mtje@pandora.net

MEDIA RELATIONS

Martin Kjærsgaard Nielsen
Global Head of Media Relations
+45 50 77 52 71
mnie@pandora.net

Brian Granberg
Investor Relations Officer
+45 7219 5344
brgr@pandora.net