

No. 374

COMPANY ANNOUNCEMENT

25 April 2017

REDUCTION OF PANDORA A/S' SHARE CAPITAL

At PANDORA's Annual General Meeting on 15 March 2017, it was decided to reduce the Company's share capital with a nominal amount of DKK 4,549,430 by cancellation of 4,549,430 treasury shares of DKK 1.

The share capital reduction has been announced in the Danish Business Authority's it-system on 17 March 2017 and the 4 week notification period has expired with no objections.

The Board of Directors has therefore resolved to register the share capital reduction as finalised with the Danish Business Authority, which has taken place today. After the reduction of the share capital, the Company's share capital is nominally DKK 112,507,391, divided into shares of DKK 0.01 or any multiple thereof.

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 8,100 points of sale, including more than 2,100 concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs around 21,500 people worldwide of whom around 12,400 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

Kristian Lysgaard
Director, Corporate Communications
+45 7219 5774
krly@pandora.net

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