



## NEWS RELEASE

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### RESPONSIBLE JEWELLERY COUNCIL CERTIFIES PANDORA

LONDON - The Responsible Jewellery Council (RJC) announced today that PANDORA, the jewellery manufacturer based in Denmark has achieved certification by meeting the highest ethical, social and environmental standards established by the RJC's Member Certification system.

"RJC warmly congratulates PANDORA on its certification. The successful verification assessment was conducted by Peter Warbrick from SGS, one of the independent third-party auditing firms accredited to the RJC's Member Certification system," says Michael Rae, RJC's Chief Executive Officer.

"The successful RJC certification is an integral part of our social responsibility strategy, and it marks an important milestone in our journey towards full sustainability. Also, our group-wide certification scope demonstrates our determination to raise the bar for responsible business practices throughout the jewellery value chain", says Claus Teilmann Petersen, Vice President of Group Corporate Social Responsibility at PANDORA.

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#### About RJC

The Responsible Jewellery Council is an international not-for-profit organisation bringing together more than 370 member companies. RJC and its Members are committed to promoting responsible ethical, human rights, social and environmental practices in a transparent and accountable manner throughout the jewellery industry from mine to retail. This commitment aims to reinforce consumer and stakeholder confidence in diamond, gold and platinum metals jewellery products. The RJC has developed the RJC Member Certification system which applies to all Members' businesses that contribute to the diamond, gold and platinum metals jewellery supply chain. All Certified Members of the RJC are audited by accredited, third party auditors to verify their conformance with the RJC's Code of Practices. A voluntary Chain-of-Custody Standard has also been developed for gold and platinum group metals. The RJC is a [Full Member of the ISEAL Alliance](#) – the global association for sustainability standards. For more information on RJC Members, Certification, and Standards please visit [www.responsiblejewellery.com](http://www.responsiblejewellery.com)

#### 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 65 countries on six continents through over 10,000 points of sale, including more than 750 concept stores. Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs over 5,800 people worldwide of whom 3,900 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 2011, PANDORA's total revenue was DKK 6.7 billion (approximately EUR 893 million). For more information, please visit [www.pandoragroup.com](http://www.pandoragroup.com)

[www.responsiblejewellery.com](http://www.responsiblejewellery.com)

The Responsible Jewellery Council is the trading name of the Council for Responsible Jewellery Practices Ltd.  
The Council for Responsible Jewellery Practices Ltd, First Floor, Dudley House, 34-38 Southampton Street, London, UK, WC2E 7HF.  
The Council for Responsible Jewellery Practices Ltd is registered in England and Wales with company number 05449042.

[RJC Certification Information – Pandora](#)

[RJC Certified Members](#)

[www.responsiblejewellery.com](http://www.responsiblejewellery.com)

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