



## Responsible Jewellery Council

### NEWS RELEASE

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### PANDORA JOINS THE RESPONSIBLE JEWELLERY COUNCIL

LONDON – The Responsible Jewellery Council (RJC) today announced that PANDORA, the world's third largest jewellery brand, has joined the Council's membership.

PANDORA, the Danish leading designer and manufacturer of hand finished and modern jewellery, joins more than 250 companies and trade associations in the Council's membership.

"I am delighted that PANDORA has become member of the Responsible Jewellery Council," says Michael Rae, the RJC's Chief Executive Officer.

"PANDORA's membership will strengthen RJC's mission of responsible business practices amongst large and small industry players and will reach the youngest generations through their innovative approach," says Rae.

"PANDORA is committed to promoting responsible practices – from the sourcing of precious metals and gemstones to the crafting and marketing of our jewellery. We strongly believe in setting high common quality standards for the industry, and we look forward to actively working together with the Responsible Jewellery Council and its member organisations in order to encourage responsible practices throughout the jewellery industry," says Mikkel Vendelin Olesen, CEO, PANDORA.

PANDORA was established in Copenhagen in 1982 by Danish goldsmith Per Enevoldsen and his wife Winnie. PANDORA started to expand beyond Denmark in 2000 and the company has grown to become one of the leading international jewellery.

PANDORA, like all other Commercial Members of the RJC, has committed to be audited by accredited, third party auditors to verify the company's conformance with the RJC's Code of Practices and become certified. The RJC Member Certification System is unmatched in any other industry for the quality and breadth of its scope and standards and the integrity and transparency of its developmental process.

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

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### **About RJC**

The Responsible Jewellery Council is an international not-for-profit organisation bringing together more than 250 member companies 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. Their commitment aims to reinforce consumer and stakeholder confidence in diamond, gold and platinum group metals jewellery products.

The Council has developed the RJC Member Certification System, a certification system – which will apply to all Members' businesses that contribute to the diamond, gold and platinum group metals jewellery supply chain. All Commercial Members of the RJC are required to be audited by accredited, third party auditors to verify their conformance with the RJC's Code of Practices and become certified under the RJC Member Certification System. A full list of its Members can be found on the web at [www.responsiblejewellery.com](http://www.responsiblejewellery.com)

### **About PANDORA**

PANDORA is a designer, manufacturer, marketer and distributor of hand finished and modern jewellery made from genuine materials – primarily sterling silver, gold, precious and semi-precious stones and Murano glass. As at 30 June 2010, our jewellery was sold in 47 countries on six continents through approximately 10,000 points of sale, including over 260 PANDORA branded concept stores.

Our collectible charm bracelets made from sterling silver and gold and charms made from different genuine materials, which are featured in our Moments collection, constitute our core product offering. In addition, we offer other pieces of jewellery, such as rings, bracelets, necklaces and earrings, through our Moments, Stories, Compose, LovePods and Liquid Silver collections.

PANDORA was founded in 1982 in Copenhagen, Denmark and employs over 4,500 people worldwide, of whom more than 3,300 are located in Gemopolis, Thailand, where PANDORA manufactures its jewellery. The company is publicly listed on NASDAQ OMX Copenhagen. In 2009, PANDORA generated revenue of approximately DKK 3.5 billion (approximately EUR 465 million) and EBITDA of approximately DKK 1.6 billion, and in H1 2010 generated revenue of approximately DKK 2.6 billion (approximately EUR 345 million) and EBITDA of approximately DKK 1.0 billion. For more information, please visit [www.pandoragroup.com](http://www.pandoragroup.com)

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