

14 December 2015

Private and Confidential

Dear Retailer

Pandora Authorised Retailer Agreement

This communication is directed ONLY to those parties who are holders of a current Pandora Authorised Retailer Agreement. If you are not an Authorised Pandora Retailer and have received this communication please disregard it.

As you may have heard, Alex and Ani is entering the Australian jewelry market.

Under the terms of your Pandora Authorised Retailer Agreement you must not sell any products that could reasonably be regarded as Competing Products of Pandora Jewelry unless of course Pandora has previously given you written approval to do so.

Please note that as Alex and Ani is a Competing Product. Pandora would not consider allowing you to distribute Alex and Ani products from your store whilst you are an authorised Pandora retailer.

Please contact Brett Spinks at Brett.Spinks@Pandora.net should you have any questions.

Kind Regards,

Brien Winther | President
Pandora Australia and New Zealand

PO Box 906 NEWPORT NSW 2106 AUSTRALIA · T: +61 2 9986 0660 · F: +612 9986 0661

WWW.PANDORA.NET
