

## **TRADING IN PANDORA A/S SHARES BY BOARD MEMBERS, EXECUTIVES AND ASSOCIATED PERSONS**

Pandora A/S has been notified of transactions in the Pandora A/S share by a person discharging managerial responsibilities and/or closely associated persons.

Anders Boyer, Chief Financial Officer of Pandora A/S, has reported the sale of 40,000 shares at a total consideration of DKK 54,104,668.00, and now holds a total of 123,108 shares in the company.

Towards Pandora A/S, Anders Boyer has motivated his transaction as primarily pertaining to the fulfilment of certain tax obligations arising from vested shares allotted to him under applicable long-term incentive plan schemes.

### **ABOUT PANDORA**

Pandora is the world's largest jewellery brand, specialising in the design, crafting and marketing of accessible luxury jewellery made from high-quality materials. Each piece is created to inspire self-expression, allowing people to share their stories and passions through meaningful jewellery. Pandora jewellery is sold in more than 100 countries through 6,800 points of sale, including more than 2,700 concept stores.

Headquartered in Copenhagen, Denmark, Pandora employs 37,000 people worldwide and crafts its jewellery using only recycled silver and gold. Pandora is committed to leadership in sustainability and has set out to halve greenhouse gas emissions across its value chain by 2030. Pandora is listed on the Nasdaq Copenhagen stock exchange and generated revenue of DKK 31.7 billion (EUR 4.2 billion) in 2024.

### **CONTACT**

For more information, please contact:

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# PANDORA

1.	Details of the Reporting Person / Closely Associated Person	
a)	Name	Anders Boyer
2.	Reason for the notification	
a)	Position/status	Chief Financial Officer of Pandora A/S
b)	Initial notification/Amendment	Initial notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Pandora A/S
b)	LEI	5299007OWYZ611E46843
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted	
a)	Description of the financial instrument, type of instrument	Shares
	Identification code	ISIN DK0060252690
b)	Nature of the transaction	Selling of shares
c)	Price(s) and volume(s)	Volume: 40,000
	- Volume(s)	Price: DKK 1352.62
	- Price(s)	
d)	Aggregated information	Volume: 40,000 shares
	- Aggregated volume	Price: DKK 54,104,668.00
	- Price	
e)	Date of the transactions	05 Feb 2025
f)	Place of the transactions	<i>Nasdaq Copenhagen, XCSE</i>