

No. 626

COMPANY ANNOUNCEMENT

27 May 2021

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

Today, 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.

Alexander Lacik, Chief Executive Officer of Pandora A/S, has reported the purchase of 269 shares at a total price of DKK 217,298.20, and now holds a total of 161,897 shares in the company.

ABOUT PANDORA

Pandora designs, manufactures and markets hand-finished jewellery made from high-quality materials at affordable prices. Pandora jewellery is sold in more than 100 countries through more than 6,700 points of sale, including more than 2,600 concept stores.

Headquartered in Copenhagen, Denmark, Pandora employs 26,000 people worldwide and crafts its jewellery at two LEED certified facilities in Thailand using mainly recycled silver and gold. The company plans to be carbon neutral by 2025 and has joined the Science Based Targets initiative to reduce emissions across its full value chain. Pandora is listed on the Nasdaq Copenhagen stock exchange and generated sales of DKK 19.0 billion (EUR 2.5 billion) in 2020.

CONTACT

For more information, please contact:

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1.	Details of the Reporting Person / Closely Associated Person	
a)	Name	Alexander Lacik
2.	Reason for the notification	
a)	Position/status	Chief Executive 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 Identification code	Shares ISIN DK0060252690
b)	Nature of the transaction	
c)	Price(s) and volume(s) - Volume(s) - Price(s)	Volume: 269 Price: DKK 807,80
d)	Aggregated information - Aggregated volume - Price	Volume: 269 shares Price: DKK 217,298.20
e)	Date of the transactions	27 May 2021
f)	Place of the transactions	<i>Nasdaq Copenhagen, XCSE</i>