

No. 824

## COMPANY ANNOUNCEMENT

9 November 2023

# 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 persons discharging managerial responsibilities and/or closely associated persons.

Alexander Lacik, Chief Executive Officer of Pandora A/S, has reported the sale of 13,350 shares at a total consideration of DKK 11,653,255.05, and now holds a total of 225,756 shares in the company. Of the total shareholding, 62,479 shares have been awarded in 2023 and relates to Pandora's long-term incentive plan scheme.

Anders Boyer, Chief Financial Officer of Pandora A/S, has reported the sale of 16,000 shares at a total consideration of DKK 13,915,983.40, and now holds a total of 131,771 shares in the company. Of the total shareholding, 44,300 shares have been awarded in 2023 and relates to Pandora's long-term incentive plan scheme.

Towards Pandora A/S, both individuals have motivated their transactions as pertaining to their fulfilment of certain tax obligations arising from vested shares allotted to them under applicable long-term incentive plan schemes.

## ABOUT PANDORA

Pandora is the world's largest jewellery brand. The company 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 6,500 points of sale, including more than 2,500 concept stores.

Headquartered in Copenhagen, Denmark, Pandora employs 32,000 people worldwide and crafts its jewellery at two LEED-certified facilities in Thailand. Pandora is committed to leadership in sustainability and will purchase only recycled silver and gold for crafting its jewellery by 2025 and halve greenhouse gas emissions across its value chain by 2030. Pandora is listed on the Nasdaq Copenhagen stock exchange and generated sales of DKK 26.5 billion (EUR 3.6 billion) in 2022.

**Contact**

For more information, please contact:

**INVESTOR RELATIONS**

Bilal Aziz  
VP, Investor Relations & Treasury  
+45 3137 9486  
biazi@pandora.net

Adam Fuglsang  
Director, Investor Relations  
+45 6167 7425  
adfug@pandora.net

**CORPORATE COMMUNICATIONS**

Johan Melchior  
VP, Media Relations & Public Affairs  
+45 4060 1415  
jome@pandora.net

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	Shares
	Identification code	ISIN DK0060252690
b)	Nature of the transaction	Selling of shares
c)	Price(s) and volume(s)	Volume: 13,350
	- Volume(s)	Price: DKK 872.90
	- Price(s)	
d)	Aggregated information	Volume: 13,350 shares
	- Aggregated volume	Price: DKK 11,653,255.05
	- Price	
e)	Date of the transactions	08 Nov 2023
f)	Place of the transactions	<i>Nasdaq Copenhagen, XCSE</i>

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: 16,000
	- Volume(s)	Price: DKK 869.75
	- Price(s)	
d)	Aggregated information	Volume: 16,000 shares
	- Aggregated volume	Price: DKK 13,915,983.40
	- Price	
e)	Date of the transactions	08 Nov 2023
f)	Place of the transactions	<i>Nasdaq Copenhagen, XCSE</i>