

No. 628

Company Announcement

31 May 2021

Trading in Pandora A/S shares by board members, executives and associated persons

On Friday 28 May 2021, Pandora A/S was 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 450 shares at a total price of DKK 363,780.00, and now holds a total of 162,347 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 7,000 points of sale, including around 2,700 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 | Purchase of shares |
| c) | Price(s) and volume(s) - Volume(s) - Price(s) | Volume: 450 Price: DKK 808,40 |
| d) | Aggregated information - Aggregated volume - Price | Volume: 450 shares Price: DKK 363,780.00 |
| e) | Date of the transactions | 28 May 2021 |
| f) | Place of the transactions | <i>Nasdaq Copenhagen, XCSE</i> |