

No. 718

COMPANY ANNOUNCEMENT

09 May 2022

MAJOR SHAREHOLDER ANNOUNCEMENT

In accordance with section 30 of the Capital Markets Act, Pandora A/S hereby announces that BlackRock, Inc. has notified the Company that BlackRock, Inc. controls the voting rights to 8,173,038 shares in the Company, corresponding to 8.56% (previously 9.91%) of the entire share capital and voting rights. Additionally, BlackRock, Inc. controls the voting rights attached to financial instruments of 1.41% (previously 1.82%). In total, BlackRock, Inc. controls the voting rights to 9.97% (previously 11.73%) of the company.

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 6,400 points of sale, including more than 2,400 concept stores.

Headquartered in Copenhagen, Denmark, Pandora employs 27,000 people worldwide and crafts its jewellery at two LEED-certified facilities in Thailand. Pandora is committed to leadership in sustainability and will use only recycled silver and gold in 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 23.4 billion (EUR 3.1 billion) in 2021.

CONTACT

For more information, please contact:

INVESTOR RELATIONS

John Bäckman
VP, Investor Relations, Tax & Treasury
+45 5356 6909
jobck@pandora.net

Kristoffer Aas Malmgren
Investor Relations Director
+45 3050 1174
kram@pandora.net

CORPORATE COMMUNICATIONS

Johan Melchior
Director External
Relations
+45 4060 1415
jome@pandora.net