

No. 467

COMPANY ANNOUNCEMENT

21 August 2018

TRANSACTIONS IN SHARES BY EXECUTIVE EMPLOYEES AND CLOSELY RELATED PARTIES IN THE PANDORA A/S SHARE

PANDORA hereby reports transactions in shares by executive employees and closely related parties in the PANDORA share.

Anders Boyer, Chief Financial Officer of PANDORA, has today bought 12,950 shares at a total price of DKK 4,917,968 in PANDORA.

ABOUT PANDORA

PANDORA designs, manufactures and markets hand-finished and contemporary jewellery made from high-quality materials at affordable prices. PANDORA jewellery is sold in more than 100 countries on six continents through around 7,700 points of sale, including more than 2,500 concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs around 23,000 people worldwide of whom around 13,200 are located in Thailand, where the Company manufactures its jewellery. PANDORA is publicly listed on the Nasdaq Copenhagen stock exchange in Denmark. In 2017, PANDORA's total revenue was DKK 22.7 billion (approximately EUR 3.0 billion).

CONTACT

For more information, please contact:

INVESTOR RELATIONS

Magnus Thorstholm Jensen
Vice President, Head of Investor Relations
+45 7219 5739
mtje@pandora.net

Christian Møller
Investor Relations Officer
+45 7219 5361
chmo@pandora.net

Brian Granberg
Investor Relations Officer
+45 7219 5344
brgr@pandora.net

CORPORATE COMMUNICATION

Johan Melchior
Director External Relations,
Corporate Communications &
Sustainability
+45 4060 1415
jome@pandora.net

Mads Twomey-Madsen
Vice President, Corporate
Communications & Sustainability
+45 2510 0403
madt@pandora.net

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Anders Boyer-Søgaard
2.	Reason for the notification	
a)	Position/status	Chief Financial Officer of PANDORA
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	5299007OWYZ6I1E46843
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	Purchase of shares
c)	Price(s) and volume(s)	Volume: 12,950
	- Volume(s)	Price: DKK 4,917,968
	- Price(s)	
d)	Aggregated information	
	- Aggregated volume	
	- Price	
e)	Date of the transaction	21 August 2018
f)	Place of the transaction	Nasdaq Copenhagen A/S