

## **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 of the following:

On 18 June 2025, BlackRock, Inc. notified Pandora A/S that its aggregate holding of shares and financial instruments in Pandora A/S has increased to 10.00% of the total share capital and voting rights. This comprised:

- 7,506,627 shares, corresponding to 9.5% of the total share capital and voting rights (previously 8.74%), and
- Financial instruments amounting to 0.5% (previously 1.20%)

Subsequently, on 19 June 2025, BlackRock, Inc. notified Pandora A/S that its aggregate holding of shares and financial instruments in Pandora A/S had decreased to 9.99% of the total share capital and voting rights. This comprised:

- 7,504,970 shares, corresponding to 9.5% of the total share capital and voting rights (previously 9.5%), and
- Financial instruments amounting to 0.49% (previously 0.5%)

### **ABOUT PANDORA**

Pandora is the world's largest jewellery brand, specialising in the design, crafting and marketing of accessible luxury jewellery made from high-quality materials. Each piece is created to inspire self-expression, allowing people to share their stories and passions through meaningful jewellery. Pandora jewellery is sold in more than 100 countries through 6,800 points of sale, including more than 2,700 concept stores.

Headquartered in Copenhagen, Denmark, Pandora employs 37,000 people worldwide and crafts its jewellery using only recycled silver and gold. Pandora is committed to leadership in sustainability and has set out to halve greenhouse gas emissions across its value chain by 2030. Pandora is listed on the Nasdaq Copenhagen stock exchange and generated revenue of DKK 31.7 billion (EUR 4.2 billion) in 2024.

**CONTACT**

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