

No. 543

COMPANY ANNOUNCEMENT

21 August 2019

TRADING IN PANDORA A/S SHARES BY BOARD MEMBERS, EXECUTIVES AND ASSOCIATED PERSONS

Pandora has been notified of a transaction in the Pandora A/S share by a person discharging managerial responsibilities and/or closely associated persons.

Anders Boyer, Chief Financial Officer of Pandora A/S, has reported the purchase of 24,400 shares at a total price of DKK 6,039,244, and now holds a total of 48,471 shares in the Company.

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 more than 7,500 points of sale, including more than 2,700 concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, Pandora employs more than 26,000 people worldwide of whom more than 11,500 are located in Thailand, where the Company manufactures its jewellery. PANDORA is publicly listed on the Nasdaq Copenhagen stock exchange in Denmark. In 2018, Pandora's total revenue was DKK 22.8 billion (approximately EUR 3.1 billion).

CONTACT

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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	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)	1)
	- Volume(s)	Volume: 24,400 shares
	- Price(s)	Price: DKK 6,039,244.00
d)	Aggregated information	1)
	- Aggregated volume	Volume:
	- Price	Price:
e)	Date of the transactions	20 August 2019
f)	Place of the transactions	Nasdaq Copenhagen A/S