

No. 670

COMPANY ANNOUNCEMENT

29 Nov 2021

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

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

Jan Zijdeveld, Board member of Pandora A/S, has reported the purchase of 450 shares at a total price of DKK 376,089.40, and now holds a total of 720 shares in 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 6,700 points of sale, including more than 2,600 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. Pandora is committed to leadership in sustainability and has set science-based targets to reduce greenhouse gas emissions by 50% across its own operations and value chain by 2030. The company 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	Jan Zijderveld
2.	Reason for the notification	
a)	Position/status	Board member 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	Shares
	Identification code	ISIN DK0060252690
b)	Nature of the transaction	Purchase of shares
c)	Price(s) and volume(s)	Volume: 450
	- Volume(s)	Price: DKK 835.754222
	- Price(s)	
d)	Aggregated information	Volume: 450 shares
	- Aggregated volume	Price: DKK 376,089.40
	- Price	
e)	Date of the transactions	29 Nov 2021
f)	Place of the transactions	<i>Nasdaq Copenhagen, XCSE</i>