

No. 869
Company Announcement
23 May 2024

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 its subsidiary, BlackRock Investment Management (UK) Limited, now controls less than 5% of the voting rights and share capital in Pandora A/S. In total, BlackRock, Inc. controls 10.66% of the voting rights and share capital in Pandora A/S.

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 accessible price points. 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 33,000 people worldwide and crafts its jewellery at three facilities in Thailand. Pandora is committed to leadership in sustainability and is sourcing recycled silver and gold for all of its jewellery, just as the company 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 28.1 billion (EUR 3.8 billion) in 2023.

Contact

For more information, please contact:

INVESTOR RELATIONS

Bilal Aziz
VP, Investor Relations & Treasury
+45 3137 9486
biazi@pandora.net

Adam Fuglsang
Director, Investor Relations
+45 6167 7425
adfug@pandora.net

CORPORATE COMMUNICATIONS

Johan Melchior
VP, Media Relations & Public Affairs
+45 4060 1415
jome@pandora.net