

No. 588
COMPANY ANNOUNCEMENT
17 March 2020

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 54,000 shares at a total price of DKK 10,041,840, and now holds a total of 102,471 shares in the Company.

ABOUT PANDORA

Pandora 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 7,400 points of sale, including more than 2,700 concept stores.

Headquartered in Copenhagen, Denmark, Pandora employs 28,000 people worldwide and crafts its jewellery at two LEED certified facilities in Thailand using mainly recycled silver and gold. The company plans to be carbon neutral by 2025 and has joined the Science Based Targets initiative to reduce emissions across its full value chain. Pandora is listed on the Nasdaq Copenhagen stock exchange and generated sales of DKK 21.9 billion (EUR 2.9 billion) in 2019.

CONTACT

For more information, please 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	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)	1)
	- Volume(s)	Volume: 54,000 shares
	- Price(s)	Price: DKK 10,041,840
d)	Aggregated information	1)
	- Aggregated volume	Volume:
	- Price	Price:
e)	Date of the transactions	17 March 2020
f)	Place of the transactions	Nasdaq Copenhagen A/S