

No. 846

## COMPANY ANNOUNCEMENT

13 February 2024

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

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

Alexander Lacik, Chief Executive Officer of Pandora A/S, has reported the sale of 35,000 shares at a total consideration of DKK 37,594,450.00, and now holds a total of 257,205 shares in the company.

Anders Boyer, Chief Financial Officer of Pandora A/S, has reported the sale of 20,000 shares at a total consideration of DKK 21,606,578.00, and now holds a total of 163,108 shares in the company.

Towards Pandora A/S, both individuals have motivated their transactions as pertaining to their fulfilment of certain tax obligations arising from vested shares allotted to them under applicable long-term incentive plan schemes.

## 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:

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### CORPORATE COMMUNICATIONS

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<b>1.</b>	<b>Details of the Reporting Person / Closely Associated Person</b>	
a)	Name	Alexander Lacik
<b>2.</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Executive Officer of Pandora A/S
b)	Initial notification/Amendment	Initial notification
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Pandora A/S
b)	LEI	5299007OWYZ611E46843
<b>4.</b>	<b>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</b>	
a)	Description of the financial instrument, type of instrument	Shares
	Identification code	ISIN DK0060252690
b)	Nature of the transaction	Selling of shares
c)	Price(s) and volume(s)	Volume: 35,000
	- Volume(s)	Price: DKK 1074.13
	- Price(s)	
d)	Aggregated information	Volume: 35,000 shares
	- Aggregated volume	Price: DKK 37,594,450.00
	- Price	
e)	Date of the transactions	09 Feb 2024
f)	Place of the transactions	<i>Nasdaq Copenhagen, XCSE</i>

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	Selling of shares
c)	Price(s) and volume(s)	Volume: 20,000
	- Volume(s)	Price: DKK 1080.33
	- Price(s)	
d)	Aggregated information	Volume: 20,000 shares
	- Aggregated volume	Price: DKK 21,606,578.00
	- Price	
e)	Date of the transactions	09 Feb 2024
f)	Place of the transactions	<i>Nasdaq Copenhagen, XCSE</i>