

No. 865

COMPANY ANNOUNCEMENT

03 May 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 a person discharging managerial responsibilities and/or closely associated persons.

Ventotene Holding AS, a wholly owned company by Peter A. Ruzicka, Chair of Pandora A/S, has reported the sale of 5,000 shares at a total consideration of DKK 5,691,250, and now holds a total of 23,000 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 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

1.	Details of the Reporting Person / Closely Associated Person	
a)	Name	Ventotene Holding AS
2.	Reason for the notification	
a)	Position/status	A closely associated person to Peter A. Ruzicka, Chair 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: 5,000
	- Volume(s)	Price: DKK 1,138.25
	- Price(s)	
d)	Aggregated information	Volume: 5,000 shares
	- Aggregated volume	Price: DKK 5,691,250
	- Price	
e)	Date of the transactions	03 May 2024
f)	Place of the transactions	<i>Nasdaq Copenhagen, XCSE</i>