

No. 807
COMPANY ANNOUNCEMENT
15 August 2023

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.

Lilian Fossum Biner, Board member of Pandora A/S, has reported the purchase of 365 shares at a total price of DKK 246,979.81 and now holds a total of 365 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 more than 6,500 points of sale, including more than 2,500 concept stores.

Headquartered in Copenhagen, Denmark, Pandora employs 32,000 people worldwide and crafts its jewellery at two LEED-certified facilities in Thailand. Pandora is committed to leadership in sustainability and will purchase only recycled silver and gold for crafting its jewellery by 2025 and halve greenhouse gas emissions across its value chain by 2030. Pandora is listed on the Nasdaq Copenhagen stock exchange and generated sales of DKK 26.5 billion (EUR 3.6 billion) in 2022.

For more information, please contact:

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CORPORATE COMMUNICATIONS

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1.	Details of the Reporting Person / Closely Associated Person	
a)	Name	Lilian Fossum Biner
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: 365
	- Volume(s)	Price: DKK 676.657
	- Price(s)	
d)	Aggregated information	Volume: 365 shares
	- Aggregated volume	Price: DKK 246,979.81
	- Price	
e)	Date of the transactions	15 August 2023
f)	Place of the transactions	<i>Nasdaq Copenhagen, XCSE</i>