

No. 596
COMPANY ANNOUNCEMENT
14 May 2020

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

Today, 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.

Marianne Kirkegaard, board member of Pandora A/S, has reported the purchase of 1,968 shares at a total price of DKK 507,874.30, and now holds a total of 1,968 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.

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1.	Details of the Reporting Person / Closely Associated Person																	
a)	Name	Marianne Kirkegaard																
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	5299007OWYZ61E46843																
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(s) - Price(s)	1) <table border="1" style="margin-left: 20px;"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>234</td> <td>213</td> </tr> <tr> <td>249</td> <td>400</td> </tr> <tr> <td>249.7</td> <td>399</td> </tr> <tr> <td>272.5</td> <td>366</td> </tr> <tr> <td>269.8</td> <td>369</td> </tr> <tr> <td>270.1</td> <td>184</td> </tr> <tr> <td>265.2</td> <td>37</td> </tr> </tbody> </table>	Price(s)	Volume(s)	234	213	249	400	249.7	399	272.5	366	269.8	369	270.1	184	265.2	37
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d)	Aggregated information - Aggregated volume - Price	1) Volume: 1,968 shares Price: DKK 507,874.30																
e)	Date of the transactions	5 May 2020, 6 May 2020, 12 May 2020, 13 May 2020																
f)	Place of the transactions	Nasdaq Copenhagen A/S																