

No. 908

## Company Announcement

28 November 2024

# MAJOR SHAREHOLDER ANNOUNCEMENT

In accordance with section 30 of the Capital Markets Act, Pandora A/S hereby announces that BlackRock, Inc. has notified the company of its control over voting rights for 7,073,607 shares, representing 8.62% of the total share capital and voting rights (previously 8.81%). Additionally, BlackRock, Inc. controls voting rights attached to financial instruments amounting to 1.22% (previously 1.19%). In total, BlackRock, Inc. controls 9.85% of the company's voting rights (previously 10.01%).

## 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 using only recycled silver and gold. Pandora is committed to leadership in sustainability and 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