

No. 717  
**COMPANY ANNOUNCEMENT**  
05 May 2022

## **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.

Heine Dalsgaard, board member of Pandora A/S, has reported the purchase of 1,655 shares at a total price of DKK 998,958 and now holds a total of 2,442 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 6,800 points of sale, including more than 2,600 concept stores.

Headquartered in Copenhagen, Denmark, Pandora employs 27,000 people worldwide and crafts its jewellery at two LEED-certified facilities in Thailand. Pandora is committed to leadership in sustainability and will use only recycled silver and gold in 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 23.4 billion (EUR 3.1 billion) in 2021.

### **CONTACT**

For more information, please contact:

#### **INVESTOR RELATIONS**

John Bäckman  
VP, Investor Relations, Tax & Treasury  
+45 5356 6909  
jobck@pandora.net

Kristoffer Aas Malmgren  
Investor Relations Director  
+45 3050 1174  
kram@pandora.net

#### **CORPORATE COMMUNICATIONS**

Johan Melchior  
Director External  
Relations  
+45 4060 1415  
jome@pandora.net

1.	Details of the Reporting Person / Closely Associated Person	
a)	Name	Heine Dalsgaard
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: 1,655
	- Volume(s)	Price: DKK 603.6
	- Price(s)	
d)	Aggregated information	Volume: 1,655 shares
	- Aggregated volume	Price: DKK 998,958
	- Price	
e)	Date of the transactions	04 May 2022
f)	Place of the transactions	<i>Nasdaq Copenhagen, XCSE</i>