

No. 694

COMPANY ANNOUNCEMENT

10 Feb 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 persons discharging managerial responsibilities and/or closely associated persons.

Jan Zijderveld, Board member of Pandora A/S, has reported the purchase of 550 shares at a total price of DKK 399,960, and now holds a total of 1,270 shares in the company.

Birgitta Stymne Göransson, Board member of Pandora A/S, has reported the purchase of 975 shares at a total price of DKK 709,605, and now holds a total of 2,975 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 Gold-certified facilities in Thailand using mainly recycled silver and gold. Pandora is committed to leadership in sustainability and has set science-based targets to reduce greenhouse gas emissions by 50% across its own operations and value chain by 2030. The company 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:

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1.	Details of the Reporting Person / Closely Associated Person	
a)	Name	Jan Zijderveld
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: 86 Price: DKK 727.20
	- Volume(s)	Volume: 6 Price: DKK 727.20
	- Price(s)	Volume: 22 Price: DKK 727.20
		Volume: 58 Price: DKK 727.20
		Volume: 141 Price: DKK 727.20
		Volume: 141 Price: DKK 727.20
		Volume: 96 Price: DKK 727.20
d)	Aggregated information	Volume: 550 shares Price: DKK 399,960
	- Aggregated volume	
	- Price	
e)	Date of the transactions	9 Feb 2022
f)	Place of the transactions	<i>Nasdaq Copenhagen, XCSE</i> CBOE DXE

1.	Details of the Reporting Person / Closely Associated Person	
a)	Name	Birgitta Stymne Göransson
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: 975
	- Volume(s)	Price: DKK 727.80
	- Price(s)	
d)	Aggregated information	Volume: 975 shares
	- Aggregated volume	Price: DKK 709,605
	- Price	
e)	Date of the transactions	9 Feb 2022
f)	Place of the transactions	<i>Nasdaq Copenhagen, XCSE</i>