

No. 636

**Company Announcement**

14 July 2021

## Major shareholder announcement

In accordance with section 30 of the Capital Markets Act, Pandora A/S hereby announces that Parvus Asset Management Europe Limited has notified the Company about a reduction of its total holding of share capital and voting rights in Pandora A/S to below 5%. Parvus Asset Management Europe Limited has notified control of the voting rights of 4,981,743 shares in the Company equivalent to 4.9817% of the total share capital and voting rights.

### 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 more than 6,700 points of sale, including around 2,700 concept stores.

Headquartered in Copenhagen, Denmark, Pandora employs 26,000 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 19.0 billion (EUR 2.5 billion) in 2020.

### Contact

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