

No. 720

COMPANY ANNOUNCEMENT

11 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.

Ventotene Holding AS, a wholly owned company by Peter A. Ruzicka, Chair of Pandora A/S, has reported the purchase of 10,000 shares at a total price of DKK 5,198,786 and now holds a total of 32,000 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 6,400 points of sale, including more than 2,400 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:

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1.	Details of the Reporting Person / Closely Associated Person	
a)	Name	Ventotene Holding AS
2.	Reason for the notification	
a)	Position/status	A closely associated person to Peter A. Ruzicka, Chair 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: 10,000
	- Volume(s)	Price: DKK 519.8786
	- Price(s)	
d)	Aggregated information	Volume: 10,000 shares
	- Aggregated volume	Price: DKK 5,198,786
	- Price	
e)	Date of the transactions	10 May 2022
f)	Place of the transactions	<i>Nasdaq Copenhagen, XCSE</i>