

No. 604
COMPANY ANNOUNCEMENT
26 August 2020

TRADING IN PANDORA A/S SHARES BY BOARD MEMBERS, EXECUTIVES AND ASSOCIATED PERSONS

Pandora has been notified of a transaction in the Pandora A/S share by a person discharging managerial responsibilities and/or closely associated persons.

Alexander Lacik, Chief Executive Officer of Pandora A/S, has reported the purchase of 57,560 shares at a total price of DKK 23,505,544, and now holds a total of 161,628 shares in the Company.

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 7,400 points of sale, including more than 2,700 concept stores.

Headquartered in Copenhagen, Denmark, Pandora employs 28,000 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 21.9 billion (EUR 2.9 billion) in 2019.

CONTACT

For more information, please contact:

INVESTOR RELATIONS

Michael Bjergby
VP, Investor Relations, Tax & Treasury
+45 7219 5387
mi@pandora.net

Christian Møller
Investor Relations Officer
+45 7219 5361
chmo@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	Alexander Lacik
2.	Reason for the notification	
a)	Position/status	Chief Executive Officer 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)	1) 24 August 2020 Volume: 19,000 shares Price: DKK 7,712,092.40
		2) 25 August 2020 Volume: 38,560 shares Price: DKK 15,793,451.23
d)	Aggregated information	1) Volume: 57,560 shares Price: DKK 23,505,543.63
	- Aggregated volume	
	- Price	
e)	Date of the transactions	24 + 25 August 2020
f)	Place of the transactions	Nasdaq Copenhagen A/S