

No. 826

## COMPANY ANNOUNCEMENT

10 November 2023

# 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 sale of 4,000 shares at a total consideration of DKK 3,525,913.24, and now holds a total of 28,000 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 more than 6,500 points of sale, including more than 2,500 concept stores.

Headquartered in Copenhagen, Denmark, Pandora employs 32,000 people worldwide and crafts its jewellery at two LEED-certified facilities in Thailand. Pandora is committed to leadership in sustainability and will purchase only recycled silver and gold for crafting 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 26.5 billion (EUR 3.6 billion) in 2022.

## Contact

For more information, please contact:

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### CORPORATE COMMUNICATIONS

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1.	<b>Details of the Reporting Person / Closely Associated Person</b>	
a)	Name	Ventotene Holding AS
2.	<b>Reason for the notification</b>	
a)	Position/status	A closely associated person to Peter A. Ruzicka, Chair of Pandora A/S
b)	Initial notification/Amendment	Initial notification
3.	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Pandora A/S
b)	LEI	5299007OWYZ611E46843
4.	<b>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</b>	
a)	Description of the financial instrument, type of instrument	Shares
	Identification code	ISIN DK0060252690
b)	Nature of the transaction	Selling of shares
c)	Price(s) and volume(s)	Volume: 4,000
	- Volume(s)	Price: DKK 881.48
	- Price(s)	
d)	Aggregated information	Volume: 4,000 shares
	- Aggregated volume	Price: DKK 3,525,913.24
	- Price	
e)	Date of the transactions	09 Nov 2023
f)	Place of the transactions	<i>Nasdaq Copenhagen, XCSE</i>