

No. 682

COMPANY ANNOUNCEMENT

24 Jan 2021

MAJOR SHAREHOLDER ANNOUNCEMENT

In accordance with section 30 of the Capital Markets Act, Pandora A/S hereby announces that BlackRock, Inc. has notified the Company that BlackRock Investment Management (UK) Limited, a subsidiary of BlackRock, Inc., controls the voting rights attached to shares corresponding to 4.99% (previously 5.23%) of the Company.

BlackRock, Inc. controls the voting rights to 9,813,556 shares in the Company, corresponding to 9.81% (previously 9.98%) of the entire share capital and voting rights. Additionally, BlackRock, Inc. controls the voting rights attached to financial instruments of 2.62% (previously 2.68%).

In total, BlackRock, Inc. controls the voting rights to 12.44% (previously 12.66%) of 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 6,700 points of sale, including more than 2,600 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. 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 19.0 billion (EUR 2.5 billion) in 2020.

CONTACT

For more information, please contact:

INVESTOR RELATIONS

John Bäckman
VP, Investor Relations, Tax & Treasury
+45 5356 6909
jobck@pandora.net

Kristoffer Aas Malmgren
Investor Relations Director
+45 3050 1174
kram@pandora.net

CORPORATE COMMUNICATIONS

Johan Melchior
Director External
Relations
+45 4060 1415
jome@pandora.net