

No. 663

COMPANY ANNOUNCEMENT

04 Nov 2021

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

Today, Pandora A/S has been notified of transactions in the Pandora A/S share by persons 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 2,000 shares at a total price of DKK 1,701,019.60, and now holds a total of 22,000 shares in the company.

Christian Frigast, Deputy Chair of Pandora A/S, has reported the purchase of 5,000 shares at a total price of DKK 4,257,100, and now holds a total of 53,500 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 6,700 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

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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(s) - Price(s)	Volume: 2,000 Price: DKK 850.5098
d)	Aggregated information - Aggregated volume - Price	Volume: 2,000 shares Price: DKK 1,701,019.60
e)	Date of the transactions	03 Nov 2021
f)	Place of the transactions	<i>Nasdaq Copenhagen, XCSE</i>

1.	Details of the Reporting Person / Closely Associated Person	
a)	Name	Christian Frigast
2.	Reason for the notification	
a)	Position/status	Deputy 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: 5,000
	- Volume(s)	Price: DKK 851.42
	- Price(s)	
d)	Aggregated information	Volume: 5,000 shares
	- Aggregated volume	Price: DKK 4,257,100
	- Price	
e)	Date of the transactions	03 Nov 2021
f)	Place of the transactions	<i>Nasdaq Copenhagen, XCSE</i>