

No. 902

COMPANY ANNOUNCEMENT

13 November 2024

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 persons discharging managerial responsibilities and/or closely associated persons.

Alexander Lacik, Chief Executive Officer of Pandora A/S, has reported the sale of 10,000 shares at a total consideration of DKK 10,762,768, and now holds a total of 247,205 shares in the company.

Towards Pandora A/S, Alexander Lacik has motivated his transaction as pertaining to his fulfilment of certain tax obligations arising from vested shares allotted to him under applicable long-term incentive plan schemes.

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 accessible price points. 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 33,000 people worldwide and crafts its jewellery at three facilities in Thailand using only recycled silver and gold. Pandora is committed to leadership in sustainability and has set out to halve greenhouse gas emissions across its value chain by 2030. Pandora is listed on the Nasdaq Copenhagen stock exchange and generated revenue of DKK 28.1 billion (EUR 3.8 billion) in 2023.

Contact

For more information, please contact:

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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	Selling of shares
c)	Price(s) and volume(s)	Volume: 10,000
	- Volume(s)	Price: DKK 1,076.28
	- Price(s)	
d)	Aggregated information	Volume: 10,000 shares
	- Aggregated volume	Price: DKK 10,762,768
	- Price	
e)	Date of the transactions	11 November 2024
f)	Place of the transactions	<i>Nasdaq Copenhagen, XCSE</i>