

No. 549

**COMPANY ANNOUNCEMENT**

16 September 2019

**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.

Birgitta Stymne Göransson, board member of Pandora A/S, has reported a sell of 500 shares at a total price of DKK 152,850 and a purchase of 500 shares at a total price of DKK 152,450. The transactions are conducted due to a change of share deposit.

**ABOUT PANDORA**

Pandora designs, manufactures and markets hand-finished and contemporary jewellery made from high-quality materials at affordable prices. Pandora jewellery is sold in more than 100 countries on six continents through more than 7,500 points of sale, including more than 2,700 concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, Pandora employs more than 26,000 people worldwide of whom more than 11,500 are located in Thailand, where the Company manufactures its jewellery. Pandora is publicly listed on the Nasdaq Copenhagen stock exchange in Denmark. In 2018, Pandora's total revenue was DKK 22.8 billion (approximately EUR 3.1 billion).

**CONTACT**

For more information, please contact:

**INVESTOR RELATIONS**

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1.	<b>Details of the Reporting Person / Closely Associated Person</b>	
a)	Name	Birgitta Stymne Göransson
2.	<b>Reason for the notification</b>	
a)	Position/status	Board member 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	Purchase and selling of shares
c)	Price(s) and volume(s)	Purchase: 500 shares DKK 152,450
		Sell: 500 shares DKK 152,850
d)	Aggregated information	1)
	- Aggregated volume	
	- Price	
e)	Date of the transactions	13 September 2019
f)	Place of the transactions	Nasdaq Copenhagen A/S