

No. 627

## Company Announcement

28 May 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 a person discharging managerial responsibilities and/or closely associated persons.

Jan Zijdeveld, board member of Pandora A/S, has reported the purchase of 270 shares at a total price of DKK 221,643.00, and now holds a total of 270 shares in the company.

## About Pandora

Pandora 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 7,000 points of sale, including around 2,700 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. The company plans to be carbon neutral by 2025 and has joined the Science Based Targets initiative to reduce emissions across its full value chain. Pandora 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:

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<b>1.</b>	<b>Details of the Reporting Person / Closely Associated Person</b>	
a)	Name	Jan Zijderveld
<b>2.</b>	<b>Reason for the notification</b>	
a)	Position/status	Board member of Pandora A/S
b)	Initial notification/Amendment	Initial notification
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Pandora A/S
b)	LEI	52990070WYZ611E46843
<b>4.</b>	<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  Identification code	Shares  ISIN DK0060252690
b)	Nature of the transaction	Purchase of shares
c)	Price(s) and volume(s) - Volume(s) - Price(s)	Volume: 270 Price: 820.90
d)	Aggregated information - Aggregated volume - Price	Volume: 270 shares Price: DKK 221,643.00
e)	Date of the transactions	26 May 2021
f)	Place of the transactions	Nasdaq Copenhagen, XCSE