

No. 329

COMPANY ANNOUNCEMENT

7 September 2016

TRANSACTIONS IN SHARES BY EXECUTIVE EMPLOYEES AND CLOSELY RELATED PARTIES IN THE PANDORA A/S SHARE

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Michael Hauge Sørensen
2.	Reason for the notification	
a)	Position/status	Member of the Board of Directors in 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
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)	600 shares
	- Price(s)	DKK 820
d)	Aggregated information	
	- Aggregated volume	600 shares
	- Price	DKK 492,000
e)	Date of the transaction	6 September 2016
f)	Place of the transaction	NASDAQ Copenhagen A/S

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 approximately 8,900 points of sale, including more than 1,900 concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, PANDORA employs more than 17,800 people worldwide of whom approximately 12,000 are located in Gemopolis, Thailand, where the Company manufactures its jewellery. PANDORA is publicly listed on the NASDAQ Copenhagen stock exchange in Denmark. In 2015, PANDORA's total revenue was DKK 16.7 billion (approximately EUR 2.2 billion).

CONTACT

For more information, please contact:

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