

No. 326

COMPANY ANNOUNCEMENT

31 August 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	Birgitta Stymne Göransson
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
b)	LEI-code ¹	
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)	90 shares
	- Price(s)	DKK 838
d)	Aggregated information	
	- Aggregated volume	90 shares
	- Price	DKK 75,420
e)	Date of the transaction	30.08.2016
f)	Place of the transaction	NASDAQ Copenhagen A/S

¹ LEI codes are currently not a mandatory field.

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a)	Name	Birgitta Stymne Göransson
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a)	Position/status	Member of the Board of Directors in PANDORA A/S
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3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	PANDORA A/S
b)	LEI-code ²	
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)	135 shares
	- Price(s)	DKK 840
d)	Aggregated information	
	- Aggregated volume	135 shares
	- Price	DKK 113,400
e)	Date of the transaction	31.08.2016
f)	Place of the transaction	NASDAQ Copenhagen A/S

² LEI codes are currently not a mandatory field.

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).

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