

**Company announcement** no 2018-01

2 January 2018

**Report on transactions with William Demant Holding A/S shares by senior executives and closely related parties**

Notification on transactions with William Demant Holding A/S shares by senior executives and closely related parties, pursuant to article 19, 2, litra a of the Market Abuse Regulation:

<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Søren Nielsen
<b>2.</b>	<b>Reason for the notification</b>	
a)	Position/status	President & CEO
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	William Demant Holding A/S
b)	LEI	213800RM6L9LN78BVA56
<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	Shares
	Identification code	DK0060738599
b)	Nature of the transaction	Allotment of shares under share salary scheme under section 7p of the Danish Tax Assessment Act
c)	Price(s) and volume(s)	<b>Price(s)</b> DKK 515,587.80 <b>Volume(s)</b> 2,982 shares
d)	Aggregated information: - Aggregated volume - Price	Aggregated volume: 2,982 shares Price: DKK 515,587.80
e)	Date of the transaction	28 December 2017
f)	Place of the transaction	Nasdaq Copenhagen A/S

<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	René Schneider
<b>2.</b>	<b>Reason for the notification</b>	
a)	Position/status	CFO
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	William Demant Holding A/S
b)	LEI	213800RM6L9LN78BVA56
<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  DK0060738599
b)	Nature of the transaction	Allotment of shares under share salary scheme under section 7p of the Danish Tax Assessment Act
c)	Price(s) and volume(s)	<b>Price(s)</b> DKK 451,441.90 <b>Volume(s)</b> 2,611 shares
d)	Aggregated information: - Aggregated volume - Price	Aggregated volume: 2,611 shares Price: DKK 451,441.90
e)	Date of the transaction	28 December 2017
f)	Place of the transaction	Nasdaq Copenhagen A/S