

Company announcement no 2011-11

28 December 2011

Report on transactions with shares and related securities of William Demant Holding A/S by senior executives and persons/companies closely associated with these

Pursuant to section 28a of the Danish Securities Trading Act, William Demant Holding A/S shall make public transactions with shares and related securities of William Demant Holding A/S by senior executives and persons/companies closely associated with these.

The share purchases stated below were all made in connection with the concerned persons' participation in salary sacrifice schemes, which towards the end of 2010 were offered to all employees in Danish Group companies. Binding registration for participation in these schemes was 8 December 2010.

Name	Niels Jacobsen
Reason/relation	President & CEO
Issuer	William Demant Holding A/S
ID code/ISIN	DK0010268440
Description	Shares
Transaction	Purchase
Trading date	27 December 2011
Market	NASDAQ OMX Copenhagen A/S
Number	2,249
Market value DKK	DKK 1,024,590

Name	Ole Lundsgaard
Reason/relation	Board member
Issuer	William Demant Holding A/S
ID code/ISIN	DK0010268440
Description	Shares
Transaction	Purchase
Trading date	27 December 2011
Market	NASDAQ OMX Copenhagen A/S
Number	137
Market value DKK	DKK 62,576

Further information:

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