

# Company announcement no 2018-09

15 August 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:

1.	Details of the person discharging managerial responsibilities/person closely associated							
a)	Name	Niels B. Christiansen						
2.	Reason for the notification							
a)	Position/status	Chairman of the Board of Directors						
b)	Initial notification/amendment	Initial notification						
3)	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor							
a)	Name	William Demant Holding A/S						
b)	LEI	213800RM6L9LN78BVA56						
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	DK0060738599						
b)	Nature of the transaction	Purchase						
c)	Price(s) and volume(s)	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>DKK 499,629.50</td><td>1,850 shares</td></tr><tr><td>DKK 1,001,516.00</td><td>3,700 shares</td></tr></table>	Price(s)	Volume(s)	DKK 499,629.50	1,850 shares	DKK 1,001,516.00	3,700 shares
Price(s)	Volume(s)							
DKK 499,629.50	1,850 shares							
DKK 1,001,516.00	3,700 shares							
d)	Aggregated information: - Aggregated volume - Price	Aggregated volume: 5,550 shares Price: DKK 1,501,145.50						
e)	Date of the transaction	15 August 2018						
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	Lars Rasmussen				
<b>2.</b>	<b>Reason for the notification</b>					
a)	Position/status	Member of the Board of Directors				
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	Purchase				
c)	Price(s) and volume(s)	<table border="0"> <tr> <td><b>Price(s)</b></td> <td><b>Volume(s)</b></td> </tr> <tr> <td>4,062,300.00 DKK</td> <td>15,000 shares</td> </tr> </table>	<b>Price(s)</b>	<b>Volume(s)</b>	4,062,300.00 DKK	15,000 shares
<b>Price(s)</b>	<b>Volume(s)</b>					
4,062,300.00 DKK	15,000 shares					
d)	Aggregated information: - Aggregated volume - Price	Aggregated volume: 15,000 shares Price: 4,062.300.00 DKK				
e)	Date of the transaction	15 August 2018				
f)	Place of the transaction	Nasdaq Copenhagen A/S				