COMPANY ANNOUNCEMENT

MANAGEMENT AWARDED SHARE OPTIONS

DFDS A/S, Sundkrogsgade 11
DK-2100 Copenhagen Ø
CVR 14 19 47 11

Company announcement no. 02/2011

11.01.2011

In accordance with DFDS' guidelines for the remuneration of the Board of Directors and the management as adopted by the annual general meeting on 26 March 2010, CEO Niels Smedegaard today received a 10,000 share option and CFO Torben Carlsen a share option of 10,000 shares.

The options have been awarded as an incentive to improve the financial performance of DFDS and to generate value for the shareholders.

The options may be exercised in the period from March 2014 until March 2016.The exercise price is based on the average share price in the twenty trading days prior to the award, to which 5% has been added, giving an exercise price of DKK 442.00 per share. The options are hedged against the company's own shareholding. The theoretical value of the share options is DKK 2.0 million, calculated according to the Black & Scholes model, which presumes an average duration of three years, volatility of 30%, dividend of DKK 10 per share and interest rate of 2.06%.

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DFDS profile

DFDS operates Northern Europe's leading integrated shipping and logistics network.

DFDS has 5,700 employees and a fleet of 60 vessels

DFDS was established in 1866 and is listed on NASDAQ OMX Copenhagen.