COMPANY ANNOUNCEMENT

AWARD OF SHARE OPTIONS

DFDS' share option programme is part of DFDS' ongoing aspiration to promote a company culture that creates and rewards results.

Today, in accordance with DFDS' guidelines for the remuneration of the Board of Directors and the Executive Board as adopted by the Annual General Meeting on 31 March 2016, Niels Smedegaard, CEO, was awarded 37,037 share options and Torben Carlsen, CFO, was awarded 27,778 share options. In addition, a total of 71,620 share options was awarded to a number of key employees.

The share options vest with 1/36 per month from and including February 2017 and may be exercised in the period from February 2020 until March 2022. The exercise price is based on the average quoted share price in the 20 trading days prior to and including 20 February 2017 to which 10% has been added, giving an exercise price of DKK 390 per share of DKK 20 nominal value. The options are hedged against the company's own shareholding. The theoretical value of the share options is DKK 7.4m, calculated according to the Black-Scholes model as described in DFDS' most recent annual report.

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

www.dfds.com

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Contact
Torben Carlsen, CFO
+45 33 42 32 01

Søren Brøndholt Nielsen, IR
+45 33 42 33 59

About DFDS
DFDS provides shipping and transport services in Europe, generating annual revenues of EUR 1.9bn.

To over 8,000 freight customers, we deliver high reliability through shipping & port terminal services and transport & logistics solutions.

For seven million passengers, we provide safe overnight and short sea ferry services.

Our 7,000 employees are located on ships and in offices across 20 countries. DFDS was founded in 1866, is headquartered in Copenhagen, and listed on Nasdaq Copenhagen.