

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

| 1. | Details of the person discharging managerial responsibilities/person closely associated | | | | | |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|-----------------|------------|
| a) | Name | Ian Lea Perkins | | | | |
| 2. | Reason for the notification | | | | | |
| a) | Position/status | CFO | | | | |
| b) | Initial notification/Amendment | Initial notification | | | | |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
| a) | Name | H+H International A/S | | | | |
| b) | LEI | 213800GJODT6FV8QM841 | | | | |
| 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 Identification code | Shares DK0015202451 | | | | |
| b) | Nature of the transaction | Receipt of H+H shares under matching share programme initiated in 2014. The shares are granted by H+H International A/S. | | | | |
| c) | Price(s) and volume(s) | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 50%;">Price(s)</th> <th style="width: 50%;">Volume(s)</th> </tr> <tr> <td>DKK 0 per share</td> <td>3,345 pcs.</td> </tr> </table> | Price(s) | Volume(s) | DKK 0 per share | 3,345 pcs. |
| Price(s) | Volume(s) | | | | | |
| DKK 0 per share | 3,345 pcs. | | | | | |
| d) | Aggregated information - Aggregated volume - Price | N/A | | | | |
| e) | Date of the transaction | 27 March 2017 | | | | |
| f) | Place of the transaction | N/A | | | | |