

Company announcement no 2019-01

7 January 2019

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, sub-article 2a, of the Market Abuse Regulation:

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	Søren Nielsen
2.	Reason for the notification	
a)	Position/status	President & CEO
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	Allotment of shares under share salary arrangement in accordance with section 7p of the Danish Tax Assessment Act, i.e. conversion of part of the remuneration into shares
c)	Price(s) and volume(s)	Price(s) DKK 354,412.00 Volume(s) 2,008 shares
d)	Aggregated information: - Aggregated volume - Price	Aggregated volume: 2,008 shares Price: DKK 354,412.00
e)	Date of the transaction	3 January 2019
f)	Place of the transaction	Nasdaq Copenhagen A/S

1.	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name	René Schneider
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	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 Identification code	Shares DK0060738599
b)	Nature of the transaction	Allotment of shares under share salary arrangement in accordance with section 7p of the Danish Tax Assessment Act, i.e. conversion of part of the remuneration into shares
c)	Price(s) and volume(s)	Price(s) DKK 476,726.50 Volume(s) 2,701 shares
d)	Aggregated information: - Aggregated volume - Price	Aggregated volume: 2,701 shares Price: DKK 476,726.50
e)	Date of the transaction	3 January 2019
f)	Place of the transaction	Nasdaq Copenhagen A/S