



Announcement NO. 35

July 18, 2017

Transactions in relation to share buyback program

Acting under its share buyback authorization, the GN Store Nord board of directors initiated a share buyback program on May 4, 2017 in accordance with article 5 of the regulation (EU) no. 596/2014 of 16 April 2014 on market abuse and the delegated regulation (EU) no. 2016/1052 of 8 March 2016, also referred to as the Safe Harbor rules (company announcement no. 20 of May 4, 2017).

The share buyback program has been initiated in order to reduce the company's share capital and to cover obligations under the long-term incentive program. Under the share buyback program, which is running from May 4, 2017 and ending no later than March 12, 2018, GN intends to buy back shares for an amount of up to DKK 1,000 million.

The following transactions have been made under the program in the period July 11, 2017 - July 17, 2017:

	No. of shares	Average purchase price, DKK	Transaction Value, DKK
July 11, 2017	18,000	189.89	3,418,067
July 12, 2017	15,000	192.59	2,888,891
July 13, 2017	24,000	193.39	4,641,247
July 14, 2017	15,000	193.90	2,908,427
July 17, 2017	16,100	194.07	3,124,533
Accumulated under the program	1,114,355	196.75	219,244,032

Following the above transactions GN owns a total of 7,053,504 own shares corresponding to 4.8% of the company's total share capital. Every Tuesday, GN will announce the number and value of repurchased shares in company announcements to Nasdaq Copenhagen.

In addition, reference is made to company announcement no. 25 of May 23, 2017 regarding announcement of the placement of an offering (the "Offering") of convertible bonds consisting of bond with warrant units (the "Units"). As a result of this announcement, the total number of shares held in Treasury at the time of launch of the Offering, 6,215,744, acquired under Safe Harbor programs will not, as initially intended, be used to hedge future obligations of the long-term incentive program and reduce the company's share capital. Those Shares will instead be kept to hedge future obligations of the intended Units issue. The ongoing share buyback program will continue under the Safe Harbor rules, and the shares bought back going forward as part of the program will consequently be used to hedge the future obligations of the long-term incentive program as well as to reduce the company's share capital.



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About GN Group

GN Group is a global leader in intelligent audio solutions that let you hear more, do more and be more than you ever thought possible. We transform lives through the power of sound: Smart Hearing aids that enhance the lives of people with hearing loss; integrated headset and communications solutions that assist professionals in all types of businesses to be more productive; wireless headsets and earbuds designed to support any lifestyle – from sports enthusiasts to commuters and office workers.

With world leading expertise in the human ear, sound, wireless technology and miniaturization, GN's innovative and intelligent audio solutions are marketed by the brands Jabra, ReSound, Beltone and Interton in 100 countries across the world. Founded in 1869, the GN Group today has more than 5,000 employees and is listed on Nasdaq Copenhagen (GN.CO).

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