

REPORTING OF TRANSACTIONS IN DFDS' SHARES BY SENIOR EMPLOYEES

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

Company announcement
No 20/2010
29. 06. 2010

Page 1/2

Pursuant to section 28a of the Securities Trading Act, DFDS A/S must disclose information on trading in the shares and associated securities of DFDS A/S undertaken by senior employees or their related parties.

As part of DFDS' current rights issue the following dispositions have been undertaken by senior employees and related parties:

Name: Bent Østergaard
Cause: Chairman, DFDS A/S
Name: Vagn Sørensen
Cause: Vice-chairman, DFDS A/S
Name: Lene Skole
Cause: Member Board of Directors, DFDS A/S
Name: Niels Smedegaard
Cause: CEO, DFDS A/S
Name: Torben Carlsen
Cause: CFO, DFDS A/S

Issuer: DFDS A/S
Securities ID (shares) : DK 0060236495
Securities ID (rights): DK 0060236305
Designation: Shares and rights
Transaction: Subscription of shares and sale of rights
Trading date: 28 June 2010

Contact persons:

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DFDS – Northern Europe's leading sea-based transport network

DFDS and Norfolkline have 6,000 employees and employ a fleet of 63 ships.

DFDS was founded in 1866 and is quoted on NASDAQ OMX Copenhagen.

	Transaction	No.	Price, DKK	Value, DKK
Bent Østergaard	Subscription of shares	333	208.00	69,294
	Sale of rights	1	50.25	50
Vagn Sørensen	Subscription of shares	333	208.00	69,294
	Sale of rights	1	50.25	50
Lene Skole	Subscription of shares	83	208.00	17,264
	Sale of rights	1	50.25	50
Niels Smedegaard	Subscription of shares	376	208.00	78,208
	Sale of rights	2	50.25	101
Torben Carlsen	Subscription of shares	166	208.00	34,528
	Sale of rights	2	50.25	101

Name: Vesterhavet Holding A/S, CVR-nr. 31897416
Cause: Bent Østergaard, Chairman of the Board of Directors of DFDS A/S,
has managerial responsibility for Vesterhavet Holding A/S, cf. the
Danish Securities Trading Act, section 28a, sub section 4(4) (a)
Issuer: DFDS A/S
Securities ID: DK 0060236305
Designation: Rights
Transaction: Sale of rights
Trading date: 25 June 2010

Transaction	No.	Price, DKK	Value, DKK
Sale of rights	545.665	48,33	26.371.989

Vesterhavet Holding A/S' sale of rights is done in accordance with the undertaking to subscribe shares re. page 114 in DFDS' prospectus dated 18 June 2010.

Yours sincerely,
DFDS A/S