

ACQUISITION OF NORFOLKLINE COMPLETED

- All conditions for the acquisition of Norfolkline from A. P. Møller – Mærsk fulfilled
- New Executive Management nominated
- DFDS - one strong brand in new, simplified brand architecture
- Integration process kicked off

DFDS completes acquisition of Norfolkline from A.P. Møller – Mærsk

DFDS A/S ("DFDS") has today completed the acquisition of Norfolk Holdings B.V. ("Norfolkline") through the subsidiary DFDS Tor Line Holding AB ("DFDS AB").

On 17 December 2009 DFDS and DFDS AB entered into a conditional agreement to acquire Norfolkline from A. P. Møller - Mærsk A/S. Further information is available in announcement no. 24/2009 and prospectus of 18 June 2010.

Completion of the transaction was conditional upon the completion of a pre-emptive rights issue for DFDS' existing shareholders ("Offering") and a directed offering to A. P. Møller - Mærsk A/S at market price without pre-emptive rights for DFDS' existing shareholders ("Directed Offering").

Earlier today DFDS completed the Offering see also announcement no. 22/2010 and the Directed Offering, see also announcement no. 23/2010. As all other terms and conditions for the completion of the transaction have been fulfilled or waived, the parties have today, 12 July 2010, completed the transaction.

DFDS - one strong brand

As part of the integration of DFDS and Norfolkline the brand architecture has been simplified. "DFDS" will be the combined company's master brand. In addition comes two new brands for the divisions: "DFDS Seaways" for Shipping Division and "DFDS Logistics" for Logistics Division. All activities, including ships and transport equipment, will use these brands going forward.

Simplifying the brand architecture will strengthen DFDS' visibility and profile towards customers and other stakeholders as Northern Europe's leading sea-based transport network. The simplification also entails advantages concerning efficiency and costs.

Management and organization

As announced on 18 June 2010, see announcement no. 18/2010, DFDS' Executive Board remains unchanged with Niels Smedegaard as CEO, and Torben Carlsen as CFO. Going forward DFDS' Executive Management will include Peder Gellert Pedersen with responsibility for the Shipping Division, Eddie Green with responsibility for the Logistics Division and Henrik Holck with responsibility for the resource unit People and Ships. Peder Gellert Pedersen was previously responsible for DFDS' business area Ro-Ro Shipping. Eddie Green was previously

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

Copenhagen, 12.07.2010
Company announcement
no. 24/2010

Page 1/2

Niels Smedegaard, CEO
+45 33 42 34 00

Torben Carlsen, CFO
+45 33 42 32 01

Søren Brøndholt Nielsen, IR
+45 33 42 33 52 59

DFDS – the leading sea-based transport network in Northern Europe.

DFDS and Norfolkline has 6,000 employees and employs a fleet of 63 ships.

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

responsible for Norfolkline's business area Logistics and Henrik Holck was previously DFDS' HR Director.

Company announcement
no.24/2010
Copenhagen, 12.07.2010
Page 2/ 2

Integration process kicked off

As a consequence of the completion of the transaction the planned integration process has now been kicked off and as announced previously it is expected to be completed by the end of 2012. The main part of the integration plan is, however, expected to be completed by the end of 2011.

This announcement appears in English and in Danish. In case of any discrepancy, the Danish version shall prevail.

The forward-looking statements in this announcement are subject to risks and uncertainties, both general and specific, which can cause the actual development to differ materially from any forward-looking statements.