

Nasdaq Copenhagen
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Sale of Rella Holding A/S' holding of B-shares in Aller Holding A/S

The Board of Directors of Rella Holding A/S and the Chairmanship and the Executive Management of Aller Holding A/S have today, 12 March 2015, agreed to recommend to their respective general meetings to approve a transfer of Rella Holding A/S' entire holding of nominally DKK 9,327,000 B-shares (the "Shares") in Aller Holding A/S to the issuing company. A share purchase agreement has not yet been signed between the parties. Further details on the transfer will be determined as soon as possible.

The transfer price has been agreed at DKK 19,000 per B-share in Aller Holding A/S of a nominal value of DKK 100 each corresponding to an aggregate price of DKK 1,772,130,000. The transfer is expected to take place no later than 1 July 2015.

The transfer is conditional on approval by the general meeting in both companies. The annual general meeting in Rella Holding A/S where the transfer is recommended to be approved will be held on 30 April 2015. An extraordinary general meeting in Aller Holding A/S where the transfer is recommended to be approved is also expected to be held on Thursday 30 April 2015.

At Rella Holding A/S' forthcoming annual general meeting, the Board of Directors will recommend that the shareholders vote in favour of the transfer of the Shares. It is the Board of Directors' opinion that the transfer on the stated terms will be in the interest of all Rella shareholders.

The two largest A-shareholders in Aller Holding A/S, the Aller Foundation and deputy chairman Susanne Aller, in aggregate representing 87.8% of the votes on the A-shares in Aller Holding A/S have announced that they will vote in favour of an acquisition of the Shares as in the opinion of these shareholders such an acquisition of the Shares on the terms agreed will be in the interest of all Aller shareholders. The transfer price of DKK 19,000 per B-share will be offered to all B-shareholders in Aller Holding A/S.

Subject to the relevant approvals to the sale and acquisition, respectively, of the Shares are obtained at the annual general meeting in Rella Holding A/S and at the extraordinary general meeting in Aller Holding A/S, the Board of Directors in Rella Holding A/S will furthermore propose to the general meeting that Rella Holding A/S thereafter enters into solvent liquidation.

Assuming the transfer of the Shares is completed within the stipulated timeframe and that the liquidation is initiated in immediate continuation thereafter, the expected proceeds per share in Rella Holding A/S will be approximately DKK 77 (a premium of 65% to the closing price of Rella Holding A/S shares as at 12 March 2015).

Rella Holding A/S will publish its Annual Report for 2014 on Thursday 26 March 2015.

On behalf of the Board of Directors in Rella Holding A/S

Rikke Schjøtt Petersen
Chairman of the Board

Klaus Landstrøm
CEO

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