Rella Holding A/S in liquidation

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Nasdaq Copenhagen Nikolaj Plads 6 <u>DK-1007 Copenhagen K</u>

Rella Holding A/S in liquidation completes the sale of its entire holding of B-shares in Aller Holding A/S

Today, Rella Holding A/S in liquidation (the "Company") has completed the sale of its entire holding of B-shares in Aller Holding A/S and has received the proceeds for the sale of DKK 1,772,130,000 from Aller Holding A/S. The net proceeds received by the Company from such sale will following repayment of the Company's bank debt and payment of other costs including liquidation costs etc. be distributed to the shareholders based on their shareholdings in the Company in connection with the completion of the liquidation and the dissolution of the Company.

In order to complete the liquidation of the Company, the final liquidation accounts and the liquidation of the Company must be approved at an extraordinary general meeting of the Company. The final extraordinary general meeting is expected to be held in the beginning of August 2015 with publication of the notice to convene the extraordinary general meeting in the beginning of July 2015.

Completion of the liquidation and the dissolution of the Company with the distribution of the net liquidation proceeds to the shareholders will take place shortly after the approval at the final extraordinary general meeting has been obtained in August 2015 at which time the Danish tax authorities will also have issued a final tax clearance.

The net liquidation proceeds are still expected to amount to approx. DKK 77.5 per share.

Kind regards, Rella Holding A/S in liquidation

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