

**SIMPLIFIED PUBLIC TENDER OFFER**

on the shares of



initiated by

William Demant

presented by



**PRESS RELEASE INDICATING THE AVAILABILITY OF THE OFFER DOCUMENT AND  
THE “OTHER INFORMATION” DOCUMENT RELATING TO THE LEGAL, FINANCIAL  
AND ACCOUNTING FEATURES OF WILLIAM DEMANT HOLDING A/S**

**OFFER PRICE:**

17.79 euros per Audika Groupe share

**DURATION OF THE OFFER:**

15 trading days. The offer will be open from 16 October 2015 to 5 November 2015 (included).

This press release was drawn up and published by William Demant Holding A/S, in accordance with the provisions of Article 231-27 1° and 2° and Article 231-28 of the general regulation of the French financial markets authority (*Autorité des marchés financiers* - **AMF**).

**IMPORTANT**

Pursuant to Article L. 433-4 III of the French financial and monetary code and Articles 237-14 to 237-19 of the AMF general regulation, if the non-controlling shareholders of Audika Groupe do not represent, at the end of the simplified public tender offer, more than 5% of the Audika Groupe capital or voting rights, William Demant Holding A/S will, from the closing date of the simplified public tender offer, implement a squeeze-out so that any Audika Groupe shares not tendered to the simplified public tender offer will be transferred in exchange for an amount of 17.79 euros per Audika Groupe share equal to the price of the simplified public tender offer.

Pursuant to Article L. 621-8 of the French financial and monetary code and Article 231-23 of the AMF general regulation, the AMF granted the visa n° 15-525 on 13 October 2015 on the offer document of William Demant Holding A/S (the “**Offeror**”), relating to the simplified public tender offer for all the shares of Audika Groupe not held directly or indirectly by the Offeror.

The “other information” document relating to the legal, financial and accounting features of William Demant holding A/S has been filed with the AMF on 14 October 2015, in accordance with Article 231-28 of the AMF general regulation.

The offer document and the “other information” document relating notably to the legal, financial and accounting features of the Offeror are available on the AMF website ([www.amf-france.org](http://www.amf-france.org)) and on William Demant Holding A/S website ([www.demant.com](http://www.demant.com)) and can also be obtained free of charge from Natixis (47 quai d’Austerlitz, 75013 Paris, France).

Access to the offer document and any other document relating to the simplified public tender offer may be subject to specific regulations or restrictions in some countries. Failure to comply with these restrictions is likely to constitute a violation of the stock market laws and regulations applicable in these countries. The Offeror accepts no responsibility in the event of infringement of applicable restrictions by any person.