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### **New organisation and management changes in TDC**

Today, TDC A/S announces that it will reorganise certain parts of its Danish operations in order to further strengthen the focus on delivering the best customer experience on the Danish market. The main purpose of the new organisation is to bring TDC closer to its customers and allow TDC to develop and deliver the product and service offerings to its customers in a timelier manner based on a simplified operating model. A chart of the new organisation has been included at the end of this stock exchange announcement to supplement the description of the new organisation below.

The new organisation entails a new business structure of the TDC Group creating three Danish retail business units, each of which will have full responsibility for product development, sales, marketing and customer service.

The current business unit Consumer will be split into two new business units named Online Brands and Households Brands and will together with TDC Business form the three Danish retail business units. Online Brands will have the full responsibility for the brands Telmore, Fullrate, including Fullrate Business, and Blockbuster, whereas Household Brands will have the full responsibility for the brands TDC (Residential) and YouSee.

Michael Moyell Juul has been appointed as Head of Online Brands and member of TDC A/S' Corporate Management Team and will for the present also be acting in the role as Head of Household Brands. Michael Moyell Juul has since 2013 been a member of Consumer's Management Team with the responsibility for portfolio management as well as strategy and business development. He is 41 years old and has an M.Sc. in Economics from the University of Copenhagen. Michael Moyell Juul has previously worked at McKinsey & Company, Egmont and eBay before he joined TDC as Head of Group Strategy in 2011.

TDC A/S  
Teglholmsgade 1  
0900 Copenhagen C  
Tel. +45 66 63 76 80

Internet:  
[investor.tdc.com](http://investor.tdc.com)  
E-mail:  
[investorrelations@tdc.dk](mailto:investorrelations@tdc.dk)

The current business unit Channels, which comprises all call centers as well as online departments across the Danish part of the TDC Group, will be dissolved and each of the three Danish retail business units Online Brands, Household Brands and TDC Business will get their own channels function.

A new position as Group Chief Customer Officer (CCO) & Stakeholder Relations will be established. The Group CCO & Stakeholder Relations will be the overall responsible for the customer experience in TDC Group and will also be responsible for Legal, Public Affairs & CSR and Group Communications. Jens Aaløse, who is currently Senior Executive Vice President of Channels, has been appointed as Group CCO & Stakeholder Relations and continues as member of TDC A/S' Corporate Management Team. On the same occasion, the current Chief Human Resources Officer, Jesper Isaksen, resigns from TDC A/S' Corporate Management Team and will leave TDC Group within the coming months.

To ensure strong commercial steering and business development and in order to obtain synergies across the business units and countries, a number of functions which are currently organised in the individual business units, will be organised in Group Strategy. TDC's current Chief Strategy Officer, Louise Knauer, has in that connection been appointed Head of Group Strategy & Portfolio Management and member of TDC A/S' Corporate Management Team. Louise Knauer is 32 years old and holds a B.Sc. in business administration and commercial law and an M.Sc. in finance and strategic management. She has previously been CEO in Wibroe, Duckert & Partners, People Group A/S, as well as management consultant in Egon Zehnder and Mckinsey & Company.

The changes will be effective as of 1 January 2016 and is the first step in TDC Group's plan for the coming years.

TDC A/S' Corporate Management/Executive Committee will hereafter consist of:

Pernille Erenbjerg, Group CEO & President, and acting Group CFO

Michael Moyell Juul, Head of Online Brands and acting Head of Household Brands

Jens Munch-Hansen, Senior Executive Vice President of Business (Denmark)

Gunnar Evensen, Senior Executive Vice President of Norway

Erik Heilborn, Senior Executive Vice President of Sweden

Peter Schleidt, Senior Executive Vice President of Operations and Group Chief Operating Officer

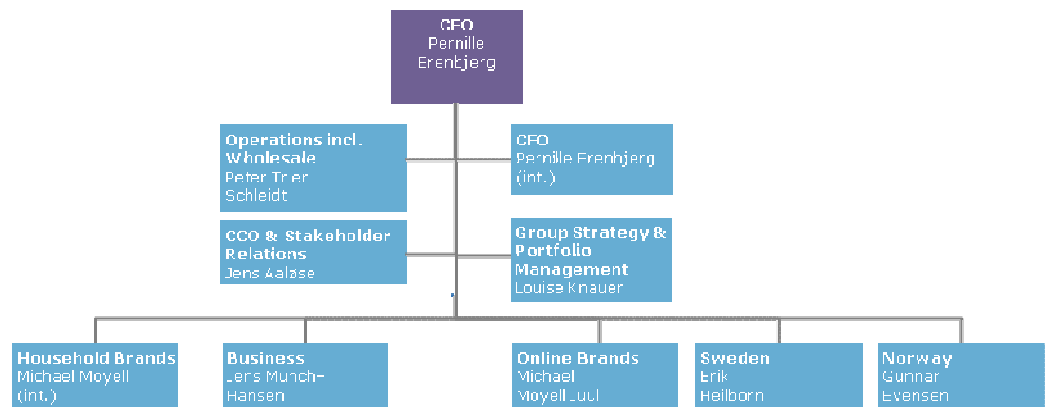
Jens Aaløse, Group Chief Customer Officer & Stakeholder Relations

Louise Knauer, Head of Group Strategy & Portfolio Management

Michael Moyell Juul and Louise Knauer will not be registered members of TDC A/S' Executive Committee.

As a consequence of the changes taking effect from 1 January 2016, from Q1 2016 and onwards the financial results will on an unchanged basis be reported on the business lines Consumer (Online Brands and Household Brands business lines together), TDC Business, Wholesale, Norway, Sweden and the cost centre Operations/Headquarters.

The changes will not affect TDC's Guidance for 2015, which was announced on 5 February 2015 in connection with the publication of TDC's financial statements for 2014 and reaffirmed latest in connection with the announcement of TDC's Q3 2015 financial results on 3 November 2015.



*For inquiries regarding the above please contact Flemming Jacobsen, TDC Investor Relations, on +45 6663 7680 or [investorrelations@tdc.dk](mailto:investorrelations@tdc.dk).*

**TDC** is the leading communication and home entertainment company in Scandinavia and the leading provider of communications services in Denmark. TDC comprises the business units Consumer, Business, Wholesale, Norway and Sweden and the cost centre Operations/Channels/Headquarters.

**TDC listing**

**Shares:** NASDAQ OMX Copenhagen.

Reuters TDC.CO.

Bloomberg TDC DC.

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