# Company announcement no 2016-03

**1 March 2016**

**Report on transactions with shares and related securities of William Demant Holding A/S by senior executives and persons/companies closely associated with these**

Notification by William Demant Holding A/S on transactions with shares and related securities of William Demant Holding A/S by senior executives and persons/companies closely associated with these, pursuant to section 28a of the Danish Securities Trading Act:

| | |
|---|---|
| **Name** | **René Schneider** |
| **Reason/relation** | CFO |
| **Issuer** | William Demant Holding A/S |
| **ID code/ISIN** | DK0010268440 |
| **Description** | Shares |
| **Transaction** | Purchase |
| **Trading date** | 1 March 2016 |
| **Market** | NASDAQ OMX Copenhagen A/S |
| **Number** | 750 |
| **Market value DKK** | DKK 450,750 |

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*Further information:*
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