

## Company Announcement No 2010-08

26 July 2010

Large shareholder announcement concerning Fidelity International pursuant to section 29 of the Danish Securities Trading Act

Pursuant to section 29 of the Danish Securities Trading Act, William Demant Holding A/S hereby makes public that the Company has received the following announcement:

On 21 July 2010, Fidelity International (FMR LLC and its direct and indirect subsidiaries) increased its shareholdings in William Demant Holding A/S and now holds a total of 10.16% of the share capital and voting rights in William Demant Holding A/S.

Fidelity International's total holding of William Demant Holding A/S shares is now 5,930,097 shares of DKK 1 each, equivalent to nominally DKK 5,930,097.



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