



Summary of

Annual Report

2009



Niels Jacobsen

INCOME STATEMENT, DKK MILLION	2005	2006	2007	2008	2009
Revenue	4,522.9	5,085.1	5,488.3	5,373.7	5,701.2
Bruttoresultat	3,133.3	3,575.0	3,971.2	3,725.4	4,034.9
Research and development costs	382.5	459.8	505.1	532.9	576.0
EBITDA	1,251.6	1,433.3	1,436.2	1,216.8	1,341.1
Depreciation etc.	148.8	162.7	168.6	174.4	191.7
Operating profit (EBIT)	1,102.8	1,270.6	1,267.6	1,042.4	1,149.4
Net financials	-36.8	-61.4	-96.9	-139.4	-94.3
Profit before tax	1,066.0	1,209.2	1,170.8	903.0	1,055.1
Net profit for the year	790.6	900.7	894.5	682.4	794.9
BALANCE SHEET, DKK MILLION					
Interest-bearing items, net	-1,110.6	-1,392.0	-1,799.6	-1,908.2	-1,575.0
Total assets	2,881.5	3,122.6	3,713.9	3,914.4	4,626.4
Shareholders' equity	747.6	661.9	425.9	531.6	1,302.1
OTHER KEY FIGURES, DKK MILLION					
Investment in property, plant and equipment, net	351.4	207.9	165.5	195.5	181.3
Cash flow from operating activities (CFFO)	891.8	964.1	848.4	827.7	950.1
Free cash flow	467.7	661.0	756.3	587.6	655.8
Employees (average)	4,730	4,797	5,072	5,383	5,674
FINANCIAL RATIOS					
Gross profit ratio	69.3%	70.3%	72.4%	69.3%	70.8%
EBITDA margin	27.7%	28.2%	26.2%	22.6%	23.5%
Profit margin (EBIT margin)	24.4%	25.0%	23.1%	19.4%	20.2%
Return on equity	107.4%	114.7%	160.3%	162.9%	87.2%
Equity ratio	25.9%	21.2%	11.5%	13.6%	28.1%
Earnings per share (EPS), DKK*	12.2	14.4	14.8	11.6	13.6
Cash flow per share (CFPS), DKK*	13.7	15.4	14.0	14.1	16.3
Free cash flow per share, DKK*	7.2	10.5	12.5	10.0	11.2
Dividend per share, DKK*	0	0	0	0	0
Book value per share, DKK*	11.6	10.7	7.2	9.2	22.3
Price earnings (P/E)	29	32	32	19	29
Share price, DKK*	350	459	471	218	393
Market capitalisation adj. for treasury shares, DKK million	22,315	28,274	28,063	12,718	22,894
Average number of shares, million	65.03	62.75	60.62	58.77	58.31

Financial ratios are calculated in accordance with "Anbefalinger & Nøgletal 2005" ("Recommendations and Financial Ratios 2005") from the Danish Society of Financial Analysts. The free cash flow is calculated as the sum of cash flows from operating activities (CFFO) and investing activities (CFI) adjusted for acquisitions. On computation of the return on equity, average equity is calculated duly considering the current buyback of shares.

*Per share of DKK 1.

Dear reader

At the outset of 2009, the hearing aid industry found itself on very shaky ground. In the second half of 2008, the market registered the first outright drop in hearing aid sales in many years, and the market outlook was particularly bleak after the fourth quarter. Consequently, we entered 2009 with a certain amount of trepidation: would the market continue to fall, would the situation stabilise, or would we again experience actual growth? The first six months of 2009 showed that the market had not revived – but neither had it collapsed, as is the case in many other industries. For years, market analysts have discussed the industry's sensitivity to economic fluctuations. After the worst financial crisis in many years, I believe we can conclude that the industry has pulled through reasonably well, and that the hearing aid market has proved resistant, even to major fluctuations in the global economy.

The start of 2009 proved an uncertain and difficult time for William Demant Holding too. In the second half of 2008, we recorded declining sales and earnings for the first time in 15 years. However, we managed to reverse the sales trend, with earnings in the first half of 2009 already significantly higher than in the second half of 2008. Overall, 2009 was a positive year for the Group: we both captured market share and increased earnings, while preparing the company for growth in the coming years.

The first quarter of 2010 will see the launch of Oticon Agil, a Premium product offering several unprecedented user benefits, including further improved wireless features. The instrument takes speech understanding in noisy surroundings to a new level, which means that the user will use fewer resources on listening, thus releasing energy to be used for other important tasks such as social interaction.

Being a frontrunner with the introduction of wireless products has been an exciting challenge for the Group's hearing aid activities. We have successfully established a new standard for connectivity – the connection of hearing aids with external, electronic equipment such as landline and mobile phones, televisions and MP3 players. It has been a great challenge to get the technology to function properly and to establish it in the market, but we feel that we have been quite successful in our endeavours. I am therefore convinced that we are now well ahead of our competitors, particularly when it comes to wireless solutions.

Having seen consolidation and mergers among manufacturers for a number of years, the hearing aid industry saw further consolidation put to an effective stop in 2006 when the German competition authorities prevented Sonova from taking over GN ReSound. Thus, the only reasons preventing the industry from realising the economies of scale that one or more mergers could generate are mere formalities, and this has spurred several manufacturers to shift or expand their focus. At William Demant Holding, we have, through the establishment of Oticon Medical, opted to pursue so-called implantable bone-anchored hearing solutions – and we have high expectations of this field.

Moreover, hearing aid manufacturers increasingly distribute their products directly to end-users – a trend we expect to continue. William Demant Holding too has been involved in distribution activities in specific markets for many years, starting with the acquisition of Hidden Hearing in 2000. We have built up considerable expertise in operating this type of business and have even succeeded in generating higher growth in recent years than the underlying market.

Our activities in the market for audiometers and other diagnostic instruments for hearing and balance measurement, for example, has become increasingly significant both in terms of such activities' share of corporate revenues and in terms of their contribution to the Group's earnings. Today, we are the world's largest manufacturer of audiological equipment and operate in all global markets, offering some of the most prominent brands: Grason-Stadler, Interacoustics, Maico and Amplivox.

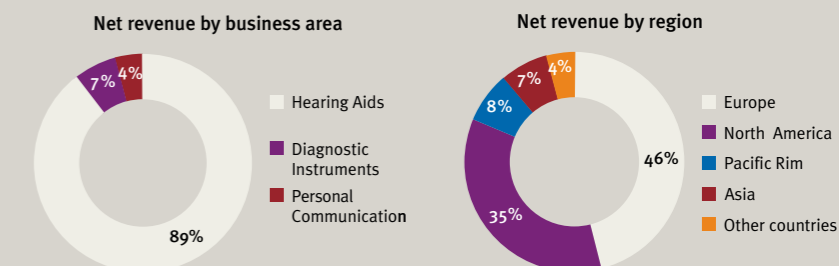
Here at the beginning of 2010, we look very much forward to the year ahead: we emerged from 2009 with forward momentum, we started the year by launching a groundbreaking high-end product, and we expect our market share to continue to increase in 2010. We thus foresee 3-5% higher growth in 2010 than the growth rate in the hearing aid market, thereby boosting our market share by about 1 percentage point worldwide when also including the impact of our acquisition of distribution activities. Both Oticon and Bernafon were selected as suppliers to Veterans Affairs (VA) in the USA at the end of 2009, and they have enjoyed an excellent start to their cooperation – a cooperation that we expect will support our growth forecast for 2010.

Niels Jacobsen
President & CEO

2009 at a glance

DKK million	Revenues by business area		Percentage change	
	2009	2008	DKK	Local currency
Hearing Aids	5,061	4,784	5.8%	6.3%
Diagnostic Instruments	413	348	18.6%	17.4%
Personal Communication	227	242	-5.9%	-7.4%
Total	5,701	5,374	6.1%	6.4%

Review



Considerable growth in earnings despite flat market trends

Corporate development in 2009 confirms that all our areas of activity emerged satisfactorily from the financial crisis and the global recession. Consolidated revenues for 2009 totalled DKK 5,701 million, or a 6% rise, with organic growth accounting for about half the increase and acquisitions for the other half. The effect of exchange rate fluctuations was neutral.

The positive trend is largely due to the strengthening of Oticon's and Bernafon's product portfolios, which began towards the end of 2008 and really gained momentum in 2009. Product introductions included Oticon Hit in the lower mid-priced segment, a new BTE version using a 13 battery and a new Power BTE instrument. The options for wireless connectivity were also hugely expanded with Oticon ConnectLine, which in addition to already existing streaming options also enables users to stream sound directly from television and landline phones to the user's hearing aids. At the end of 2009, Oticon launched Safari, which is the first product family developed specifically for children. Bernafon also launched several interesting products such as a RITE product called Vérité as well as Veras, which is Bernafon's most comprehensive product launch to date. Growth in Oticon was especially driven by the Dual, Vigo and Hit product families, but the Epoq family also made a positive contribution to growth. In Bernafon, Vérité and Win were the principal contributors to unit growth.

Compared with 2008, the Group generated high growth in earnings in a period in which many other companies and industries faced extremely difficult business conditions. Consolidated operating profits (EBIT) for 2009 amounted to DKK 1,149 million and net profits to DKK 795 million, i.e. growth rates of 10% and 16%, respectively. If we only look at trends in the second half-year compared with the difficult second half of 2008, growth in activities and earnings was indeed very considerable. Earnings per share in the second half of 2009, for instance, amounted to DKK 6.9, which is as much as 37% above the level of the last six months of 2008. The high year-over-year growth in earnings in the second half-year was achieved despite the fact that during this period,

we incurred costs for the establishment of a sales force and service functions to take care of business relations with American Veterans Affairs (VA) and with customers in the market for Oticon Medical's bone-anchored hearing systems. We also defrayed costs in connection with the completion and launch of Oticon Agil, which is Oticon's next generation of wireless high-end instruments. These efforts enabled us to announce the introduction of Oticon Agil in early February 2010 and to release the product for sale in all variants and on all markets in early March 2010.

It is estimated that in 2009, unit growth in the global hearing aid market was approx. 4% and that this growth has been neutralised by a corresponding fall in the average selling price. Overall, the market developed flatly, which means that with a 6% increase in revenues, the Group captured market shares. Thanks to improved country, product and channel mixes, our wholesale hearing aid activities saw favourable development in average selling prices. There is thus a considerable gap between the development in market prices and Group prices.

In 2009, Diagnostic Instruments realised revenues of DKK 413 million, or a 17% improvement in local currencies. Organic growth accounted for 8 percentage points, with the rest being attributable to the acquisition of British Amplivox and the US brand Grason-Stadler. As it is estimated that the underlying market has developed flatly, Diagnostic Instruments thus gained large market shares in 2009, which means that Diagnostic Instruments has further consolidated its position as the world's biggest and leading player in its field. Diagnostic Instruments accounted for 7% of consolidated revenues in 2009.

Personal Communication generated revenues of DKK 227 million in 2009, corresponding to a decline of 6%. Both FrontRow and Sennheiser Communications were adversely affected by difficult cyclical business conditions; Sennheiser Communications, in particular, whose handsfree communication solutions are positioned in the upper price segments. Personal Communication accounted for just under 4% of consolidated revenues in 2009.

Market conditions and business trends

The hearing aid market in general

The global market for hearing aids was stable in 2009, with an estimated upward trend in unit sales of around 4%. Unit growth must however be viewed in light of the particularly weak comparative figures for 2008, so in absolute terms, unit sales in the market must therefore be characterised as fairly weak in 2009. Comparative figures for the second half-year were particularly weak, and although the period under review saw fair growth in the second half compared with 2008, there was no real market growth quarter by quarter. If we consider overall growth in the past two years, we can conclude that in the period under review as a whole, unit sales in the global hearing aid market developed flatly.

The stability characterising hearing aid sales in 2009 does, however, conceal significant fluctuations in certain markets and segments. Contrary to sales in the commercial US market, the rates of growth in sales to the US government via Veterans Affairs (VA) were excessive with rates as high as 30%. The primary explanations seem to be the continued presence of US troops in many of the world's hot spots and a wider definition of people entitled to free hearing aids under the VA system. If we exclude VA, growth in the global market for hearing aids was only 2-3%. On the other hand, the demand for hearing aids by the British health authorities (NHS) went down in 2009, which is mainly due to a reduction in their waiting lists. As a result of the significant discrepancy in unit growth rates generated by the two major public buyers of hearing aids, also manufacturers had access to widely differing shares of market growth in 2009.

The development in average selling prices was negative in 2009, and we estimate the total drop in prices on the global hearing aid market to have neutralised unit growth by 4% as mentioned previously. In our opinion, part of the explanation for the fall in prices is that the majority of manufacturers have not introduced high-end hearing aids for several years, resulting in part of sales in the high-end segment having shifted towards the mid-priced segment where average selling prices are lower. Consequently, we expect selling prices to go up if most manufacturers will again introduce high-end instruments. As mentioned earlier, Oticon released its high-end instrument, Oticon Agil, for sale at the beginning of

March, and 2010 is likely to be a year in which many manufacturers launch new high-end products. In overall terms, value growth on the global market for hearing aids is estimated to have been flat in 2009, and if we exclude the strong VA growth, the development was in fact negative. The part of the hearing aid market that Oticon and Bernafon were able to address in 2009 thus fell by 1-2%.

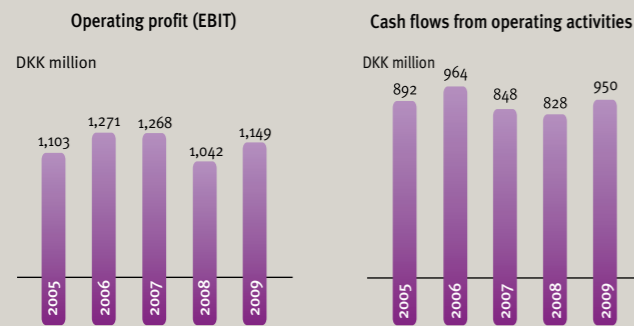
Historically, periods of low or no growth have often been succeeded by short periods of high growth. Demand on the hearing aid market is mainly driven by demographic changes, and the gradual increase in the number of elderly people will therefore ensure growth in demand. It is conceivable that failing unit growth in recent years has resulted in the build-up of a minor demand for hearing aids, but this assumption is naturally associated with considerable uncertainty.

Our long-term forecasts for unit growth in the global hearing aid market remain unchanged, and unit growth is estimated at 2-4%. Looking ahead, we expect higher fluctuations in average selling prices than seen previously, but on the long term, we foresee increases of about 1-2% annually.

Hearing Aids

The Group's hearing aid activities came back on the growth track in 2009 and won fair market shares. Up until the end of 2009, the Group was prevented from selling to one of the absolutely largest buyers of hearing aids in the world, namely Veterans Affairs, and during the same period, we saw a substantial decline in demand by the NHS. We nevertheless managed to boost unit sales of hearing aids in 2009, thus generating unit growth of approx. 5%, excluding sales to the NHS, with sales to independent dispensers actually accounting for most of this growth. We have thus captured fair market shares in this highly competitive customer segment. The upward trend in business with independent dispensers has had a favourable impact on the product mix and on average selling prices. On balance, our corporate hearing aid activities have gained comfortable market shares in terms of value.

The reason for this improvement is that both Oticon and Bernafon on a current basis enhance their respective product ranges and now have very powerful product portfolios.



At the US hearing aid convention, AudiologyNOW! (AAA), Oticon had the opportunity to present a wide range of new hearing aids including the Oticon Hit product family, a new BTE version using a 13 battery and a new Power BTE hearing aid – the latter two in all versions of Epoq, Vigo and Hit and therefore available in as many as seven different price points. In many European markets, BTE hearing aids using a 13 battery are among the best-selling product variants, and these product introductions helped consolidate Oticon's already solid position in Europe. Oticon Hit is positioned in the lower mid-priced segment and is the fourth product family based on Oticon's RISE platform. As both the platform and the technology were well-known and acknowledged, hearing care professionals were quick to accept Oticon Hit. And finally, Oticon ConnectLine has expanded the options for wireless connectivity, at long last enabling end-users to stream sound from televisions and landline phones directly to their hearing aids. The new Bluetooth technology solves many of the most common problems connected with the use of hearing aids, and in 2009, Oticon very successfully marketed ConnectLine, for instance through the extensive *Modern Hearing Care* campaign in which Oticon assisted hearing care professionals in promoting its absolutely unequalled connectivity solution on the market.

At the end of 2009, Oticon also launched Safari, which is the first product family specially designed for children. This launch is part of Oticon's aim to always have one of the industry's broadest product portfolios – also in the paediatric segment. Oticon Safari incorporates many new and groundbreaking concepts in the paediatric area, such as binaural signal processing, 10 kHz bandwidth and wireless connectivity via Bluetooth to for instance televisions, MP3 players and mobile phones. As a completely unique feature, Safari products have a programmable light emitting diode to enable for instance parents and teachers to check if a hearing aid works as it is supposed to.

As a result of the significant reinforcement of Oticon's product portfolio carried through since the end of 2008, Oticon now has new products in largely all product segments and therefore probably has the most complete and updated product portfolio in the industry. Oticon has thus succeeded in covering most of the individual hearing care professional's needs for products matching all types of users and hearing losses, which are vital competitive parameters in the battle

for market shares. On top of that, Oticon has launched Oticon Agil, which is the Company's next generation of wireless hearing aids and the most comprehensive product introduction to date. Through this introduction, Oticon has fortified its frontrunner position as regards state-of-the-art signal processing and connectivity and is therefore in a strong position to capture further market shares again in 2010.

Bernafoon also launched several interesting products in 2009, thereby significantly strengthening its product portfolio. Launched in April 2009, Vérité 505 has been a success, which is not least due to its cosmetically attractive RITE solution and to users being offered ChannelFree signal processing and wireless ear-to-ear communication. At the German EUHA hearing aid congress in October, Bernafoon launched an entirely new product family called Veras 3 | 5 | 7, which is Bernafoon's most extensive launch to date. The product family is offered in three price points from the mid-priced to the high-end segments and embraces a complete range of products, including tiny, cosmetically attractive hearing aids and a brand new thin-tube solution called Nano BTE. Veras 3 | 5 | 7 is equipped with state-of-the-art technology, including Bluetooth options for wireless connectivity to televisions and to landline and mobile phones.

In Oticon, primary growth was mainly driven by Dual and by Vigo and Hit in the mid-priced segment, but the Epoq family also contributed to growth, which is quite remarkable, considering the fact that it was launched back in the first half of 2007. Delta and Tego sales pull in the opposite direction. They have both been substituted by products based on our RISE platform. In Bernafoon, Vérité and Win were the most important contributors to unit growth, whereas Icos, Prio and Flair sales dropped. The essential renewal of the Oticon and Bernafoon product portfolios has boosted the sale of new products. In 2009, products introduced in the past two years thus constituted about half the Group's total unit sales of commercial, Group-manufactured hearing aids.

In 2009, corporate retail activities generated fair organic growth, significantly exceeding market growth in the markets where we have own retail activities.

Oticon Medical entered the market for bone-anchored hearing systems in 2009 and released its first products for sale in the third quarter. Bone-anchored hearing systems are used for

patients with ear canal atresia (deformity) or a defective middle ear, whose problems cannot be remedied through ordinary hearing aids. Consequently, bone-anchored hearing systems do not in any way significantly cannibalise the sale of conventional hearing aids, and customers are typically specialised clinics and hospitals. Initially, Oticon Medical will target customers in the USA, the UK, Holland and Scandinavia, where public subsidy schemes are in place for this type of treatment. By the end of 2010, Oticon Medical expects to introduce its products in another five countries, which are not quite as established, but all have great growth potential. In recent years, the market for bone-anchored hearing systems has experienced growth rates exceeding 20% annually, but despite these high rates, there is substantial future growth potential. Oticon Medical's entry on the market has indeed been extremely successful, and the combination of a strong product portfolio and Oticon's good reputation has resulted in highly positive feedback from clinics and hospitals. The release of products relatively late in 2009 and the initial process in respect of approvals by insurance companies etc. have resulted in modest revenues in the period under review, but we expect Oticon Medical to be profitable already in 2010, as sales go up.

Diagnostic Instruments

Diagnostic Instruments is a global market leader in audiological equipment and includes our four audiometer companies: Interacoustics in Denmark, Grason-Stadler in the USA, Amplivox in the UK and Maico in Germany and the USA. In the period under review, Diagnostic Instruments generated as much as 19% growth (organic growth accounting for about 8%) in an otherwise flat market and thus once again captured considerable market shares.

Organic growth in 2009 derives primarily from the sale of equipment for hearing screening and diagnosing of newborns. A growing number of countries have introduced compulsory hearing screening of newborns, either by means of so-called OtoAcoustic Emission (OAE) or by brain stem audiometry (ABR). Diagnostic Instruments is highly competitive in both product categories and offers, among other products, a hearing screening instrument called BeraPhone

that does not require disposable electrodes. Today, many countries refrain from hearing screening because of the high costs of disposable electrodes, and BeraPhone therefore has a considerable edge on its competitors in many markets.

On 1 October 2009, William Demant Holding took over the Grason-Stadler brand, including its operating assets. A high-end brand offering diagnostic equipment, US-based Grason-Stadler will be carried on as an independent brand in future. This acquisition has expanded the product portfolio of Diagnostic Instruments and thereby further solidified its position as the world's largest supplier of diagnostic equipment. There are considerable economies of scale to be gained in respect of especially development, production and not least approval and quality systems, and we therefore expect the consolidation of this industry to continue in the years ahead.

Personal Communication

Personal Communication consists of Phonic Ear (including FrontRow), offering wireless sound systems and assistive listening devices, and the joint venture company Sennheiser Communications, acting in the market for headsets for professional and private users.

In 2009, Personal Communication realised negative growth of approx. 6%. The companies in Personal Communication have been somewhat more affected by the economic turbulence than the other companies in our Group, the explanation being particularly severe market conditions for both FrontRow and Sennheiser Communications. However in the second half-year, the situation improved somewhat for FrontRow due to the adoption of a financial crisis package in the USA, which is designed to strengthen the educational area. The adverse effects of the financial crisis are therefore most visible in Sennheiser Communications.

At the end of 2009, Sennheiser Communications introduced DW Office in selected markets. The product, which is a new Dect headset to be used in for instance offices, will be introduced in the rest of the world in the first quarter of 2010 and may be used for landline phones and so-called softphones, i.e. communication lines (e.g. Skype) set up through the Internet.



Income statement

Outlook for 2010

Our long-term forecasts for unit growth in the global hearing aid market remain unchanged at a level of 2-4%, which is also the rate of growth expected for the underlying market in 2010. However, in future we expect to see higher fluctuations in average wholesale prices than we have seen previously, but in the long term, we forecast increases of about 1-2%. In 2010, average wholesale prices in the market are expected to contribute neutrally or slightly negatively to market growth depending on the competition and product launches by our competitors during the year.

At the end of 2009, both Oticon and Bernafon were selected as suppliers to Veterans Affairs (VA) in the USA, and the cooperation with VA is already well under way. Right from the start of 2010, Oticon has also had its introduction of Oticon Agil in place. Agil is a new generation of wireless high-end hearing aids featuring the most sophisticated signal processing concepts on the market. Against this backdrop, we expect trends in corporate wholesale of hearing aids in 2010 to exceed market growth by 3-5 percentage points in terms of value. Together with the effect of retail business acquisitions, this will match an improvement of our share of the wholesale market of about 1 percentage point in 2010.

In 2010, corporate retail activities are estimated to grow in step with trends in the underlying market to which should be added the effect of acquisitions. In Diagnostic Instruments, we forecast moderate single-digit growth in 2010 in an otherwise flat market to which should be added a positive effect on revenues to the tune of DKK 60-70 million from the acquisition of Grason-Stadler. For Personal Communication, we foresee a gradual return to normal market conditions in our various areas of activity, and despite the weak development in 2009, Personal Communication is generally expected to generate positive growth in revenues in 2010.

Based on average exchange rates in February 2010, we expect positive exchange effects on revenues of 3% and on operating profits (EBIT) of 1-2% for 2010.

Overall, we forecast fair growth in both consolidated revenues and operating profits (EBIT) in 2010. The profit margin for 2010 will depend on the composition of realised sales, particularly the distribution of wholesale and retail sales and of organic growth and acquisitions.

The Group's current investments in property, plant and equipment are estimated at DKK 180-200 million for 2010. Moreover, we expect to invest some DKK 100 million from 2010 through 2012 in connection with the planned establishment of a new domicile for Oticon Inc. in the USA. However, at this point we have not yet finally clarified how the DKK 100 million will be distributed over the three financial years.

Our effective tax rate for 2010 is expected to be about 25%, which matches the Danish corporation tax rate.

In continuation of our decision in autumn 2008 to temporarily suspend the buyback of shares, consolidated cash flows have largely been used to settle debt on a continuous basis, and we expect to continue to settle debt in 2010, however depending on current consolidated cash flows and acquisitions, if any. During the next few months, we will review the Group's capital structure and in doing so, also decide whether or not to resume the share buyback programme. The result of such considerations will be announced on the presentation of our Interim Report 2010.

PARENT		(DKK million)	GROUP	
2008	2009		2009	2008
0	0	Revenue	5,701.2	5,373.7
0	0	Production costs	-1,666.3	-1,648.3
0	0	Gross profit	4,034.9	3,725.4
0	0	Research and development costs	-576.0	-532.9
0	0	Distribution costs	-1,928.5	-1,798.2
-37.9	-38.7	Administrative expenses	-380.8	-354.4
0	0	Share of profit after tax, associates	-0.2	2.5
336.9	20.5	Income from subsidiaries	-	-
299.0	-18.2	Operating profit (EBIT)	1,149.4	1,042.4
721.0	790.0	Share of profit after tax, subsidiaries	-	-
26.8	28.2	Financial income	29.1	29.3
-94.7	-56.5	Financial expenses	-123.4	-168.7
952.1	743.5	Profit before tax	1,055.1	903.0
18.1	12.1	Tax on the year's profit	-260.2	-220.6
970.2	755.6	Net profit for the year	794.9	682.4
970.2	755.6	Proposed distribution of net profit/Distribution of Group profit:		
970.2	755.6	Retained earnings/Shareholders of William Demant Holding A/S	794.9	682.4
		Minority interests		
			794.9	682.4
		Earnings per share (EPS), DKK	13.6	11.6
		Diluted earnings per share (DEPS), DKK	13.6	11.6



Balance sheet at 31 December

Balance sheet at 31 December

PARENT		Assets (DKK million)	GROUP		
2008	2009		2009	2008	2007
0	0	Goodwill	785.6	400.1	222.5
0	0	Patents and licences	47.4	6.9	5.7
0	0	Other intangible assets	22.0	14.3	12.6
0	0	Intangible assets	855.0	421.3	240.8
24.2	24.0	Land and buildings	546.5	552.1	561.3
0	0	Plant and machinery	140.2	152.3	159.6
1.0	1.9	Other plant, fixtures and operating equipment	177.8	163.5	171.5
0	0	Leasehold improvements	88.9	72.8	70.9
0	0	Prepayments and property, plant and equipment in progress	23.4	9.6	14.2
25.2	25.9	Property, plant and equipment	976.8	950.3	977.5
1,646.8	1,586.3	Interests in subsidiaries	-	-	-
0	6.7	Interests in associates	13.9	1.6	1.5
581.5	1,061.5	Receivables from subsidiaries	-	-	-
1.4	1.4	Other investments	10.1	16.3	7.4
45.3	37.1	Other receivables	329.5	251.0	222.9
1.6	1.0	Deferred tax assets	146.2	160.8	134.6
2,276.6	2,694.0	Other long-term assets	499.7	429.7	366.4
2,301.8	2,719.9	Total long-term assets	2,331.5	1,801.3	1,584.7
0	0	Inventories	796.5	738.4	735.2
0	0	Trade receivables	1,196.0	1,072.1	1,106.9
0	0	Receivables from associates	5.8	0	0
9.9	1.1	Corporation tax	34.0	33.8	41.5
0.9	0.6	Other receivables	35.5	28.0	23.5
0	0	Unrealised gains on financial contracts	3.5	51.4	19.8
0.1	2.7	Prepayments and accrued expenses	71.7	47.7	51.1
0	0	Cash	151.9	141.7	151.2
10.9	4.4	Short-term assets	2,294.9	2,113.1	2,129.2
2,312.7	2,724.3	Total assets	4,626.4	3,914.4	3,713.9

PARENT		Liabilities (DKK million)	GROUP		
2008	2009		2009	2008	2007
59.0	59.0	Share capital	59.0	59.0	61.0
916.9	1,629.4	Other reserves	1,243.1	472.6	356.3
975.9	1,688.4	William Demant Holding A/S' shareholders' share	1,302.1	531.6	417.3
-	-	Minority interests	0	0	8.6
975.9	1,688.4	Total equity	1,302.1	531.6	425.9
12.4	24.8	Interest-bearing payables	384.5	517.9	515.0
0	0	Deferred tax liabilities	58.1	53.4	40.6
63.4	62.3	Payables to subsidiaries	-	-	-
9.2	12.0	Provisions	135.4	137.0	126.3
0	0.1	Other payables	41.8	9.6	0
85.0	99.2	Long-term payables	619.8	717.9	681.9
1,074.9	784.2	Interest-bearing payables	1,617.8	1,749.6	1,623.3
0	0	Trade payables	221.8	219.4	232.4
0	0	Corporation tax	33.5	16.5	29.0
133.4	83.2	Payables to subsidiaries	-	-	-
0	0	Provisions	11.0	11.5	27.4
7.7	18.3	Other payables	593.8	507.1	587.2
35.1	49.5	Unrealised losses on financial contracts	71.4	45.0	2.0
0.7	1.5	Prepayments and accrued income	155.2	115.8	104.8
1,251.8	936.7	Short-term payables	2,704.5	2,664.9	2,606.1
1,336.8	1,035.9	Total payables	3,324.3	3,382.8	3,288.0
2,312.7	2,724.3	Total liabilities	4,626.4	3,914.4	3,713.9



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