

REPORTING OF TRANSACTIONS IN DFDS' SHARES AND ASSOCIATED SECURITIES BY SENIOR EMPLOYEES

In accordance with section 28a of the Danish Securities Trading Act, DFDS A/S is disclosing information on trading in the shares and associated securities of DFDS A/S undertaken by senior employees or their related parties.

Niels Smedegaard

Exercise of options

Name: Niels Smedegaard
Cause: CEO of DFDS

Issuer: DFDS A/S
ISIN: DK0010259027
Designation: Share options
Transaction: Exercise of share options
Trading date: 20 March 2015

NAME	TRANSACTION	NO.	PRICE	TOTAL PURCHASE PRICE, DKK
Niels Smedegaard	Exercise of share options	10,000	442.00	4,420,000

NAME	TRANSACTION	NO.	PRICE	TOTAL PURCHASE PRICE, DKK
Niels Smedegaard	Exercise of share options	15,000	346.00	5,190,000

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Company announcement no.
21/2015

20.03.2015

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DFDS profile

DFDS provides shipping and transport services in Europe, generating annual revenues of EUR 1.7bn.

To over 8,000 freight customers, we deliver high performance and superior reliability through shipping & port terminal services, and transport & logistics solutions.

For six million passengers, we provide safe overnight and short sea ferry services.

Our 6,400 employees are located on ships and in offices across 20 countries. DFDS was founded in 1866, is headquartered in Copenhagen, and listed on NASDAQ OMX Copenhagen.

Torben Carlsen**Exercise of options**

Name: Torben Carlsen
Cause: CFO of DFDS

Announcement no.21/2015
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Torben Carlsen	Exercise of share options	10,000	442.00	4,420,000

NAME	TRANSACTION	NO.	PRICE	TOTAL PURCHASE PRICE, DKK
Torben Carlsen	Exercise of share options	15,000	346.00	5,190,000