

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.

At the end of Q1 2016, the two members of DFDS' Executive Board owned a total of 425,613 shares.

Niels Smedegaard, CEO, has now reduced his holding of shares by 50,000 to 177,303. The holding's current market value is hereafter DKK 52m.

Torben Carlsen, CFO, has now reduced his holding of shares by 100,000 to 98,310. The holding's current market value is hereafter DKK 29m.

The Executive Board members, as well as key employees, are also part of DFDS' option programme which is detailed in the 2015 Annual Report. The programme is part of DFDS' aspiration to promote a company culture that creates and rewards results and aligns the interests of stakeholders and management.

Niels Smedegaard

Sale of shares

Name: Niels Smedegaard
Cause: CEO, DFDS

Issuer: DFDS A/S
ISIN: DK0060655629
Trading place: Nasdaq Copenhagen
Designation: Shares
Transaction: Sale
Trading date: 13 May 2016

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Company announcement no.
30/2016

13 May 2016

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About DFDS

DFDS provides shipping and transport services in Europe, generating annual revenues of EUR 1.8bn.

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 6,600 employees are located on ships and in offices across 20 countries. DFDS was founded in 1866, is headquartered in Copenhagen, and listed on Nasdaq Copenhagen.

| NAME | TRANSACTION | NO. | PRICE | TOTAL VALUE, DKK |
|------------------|-------------|--------|-------|------------------|
| Niels Smedegaard | Sale | 50,000 | 296.5 | 14,826,500 |

Torben Carlsen

Announcement no. 30/2016
13.05.2016

Sale of shares

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Name: Torben Carlsen
Cause: CFO, DFDS

Issuer: DFDS A/S
ISIN: DK0060655629
Trading place: Nasdaq Copenhagen
Designation: Shares
Transaction: Sale
Trading date: 12 May 2016

| NAME | TRANSACTION | NO. | PRICE | TOTAL VALUE, DKK |
|----------------|-------------|---------|-------|------------------|
| Torben Carlsen | Sale | 100,000 | 291.3 | 29,130,000 |