

Press Release

20 March 2019

Demant name change approved

The proposed name change of William Demant Holding A/S to Demant A/S was approved by the shareholders at the annual general meeting. Following the strategy that aims at positioning Demant as the industry's leading hearing healthcare company, the new brand is a solid platform for future growth.

On 19 March 2019, the general assembly decided to support the proposal to change the Company's name to Demant A/S. The Chairman of the Board, Niels B. Christiansen, said:

"We are pleased to receive the shareholders' endorsement of the name change to Demant. The new name and brand follow the Company's strategy to position Demant as the hearing aid industry's leading group whose purpose is to create life-changing differences through hearing health. Our story about life-changing hearing health, which goes all the way back to the founder and the Demant family, is incredibly strong and relevant and a strong platform for further growth."

President & CEO Søren Nielsen, Demant, adds:

"Over the last couple of years, we have evolved our approach and transformed Demant from a silent holding company to a more active parent company, containing a group of individual companies that all benefit significantly from being part of a global, high-performing hearing healthcare group. With the Demant brand launched and approved by our owners, I am pleased to continue our growth efforts based on an even stronger platform and always with the purpose to create life-changing differences through hearing health."

The name change was announced on 19 February 2019 after which the Company began the rebranding task.

"We will use this brand to create a coherent profile of a connected group from which our shared functions and businesses can build and support their communication. Besides strengthening collaboration across the Group, the new brand and our overall purpose to create life-changing hearing health also provide us with a strong recruitment platform and thus a better opportunity to attract the best talents to work for one of our Group's many entities," says Søren Nielsen.

Demant will continue to pursue its multi-business and multi-brand strategy, with the Group's brands operating independently and pursuing individual go-to-market strategies.

"Our many company and product brands all have strong identities and positions in the marketplace, and we will make sure that we keep them strong. We will continue to do what we are best at based on our common story of belonging to a world-leading hearing healthcare Group with a foundation as majority shareholder – a Group that has been around for more than one hundred years and is in it for the long haul," says Søren Nielsen.

The name change will be registered and take effect immediately. On 21 March, Demant's stock ticker on Nasdaq will change from WDH to DEMANT.

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About Demant

Listed on the Nasdaq Copenhagen stock exchange as one of the 25 most traded shares, Demant is a world-leading hearing healthcare group that offers solutions and services to help people with hearing loss connect and communicate with the world around them. In every aspect, from hearing devices and hearing implants and diagnostic equipment to intelligent audio solutions and hearing care all over the world, Demant is active and engaged. Our innovative technologies and know-how help improve people's health and hearing. We create life-changing differences through hearing health.