

PROXY/POSTAL VOTE
for William Demant Holding A/S' Annual General Meeting Wednesday 9 April 2014 at 4.00 p.m.

I hereby give proxy or vote by post as indicated below (please tick off one box only):

I hereby give proxy to the Chairman of the Board of Directors of William Demant Holding A/S with full power of substitution to vote on my/our behalf at the General Meeting, cf. the Board's recommendations below.

I hereby give proxy to: _____

Name/address of the proxy holder (please use capital letters)

to attend and vote on my/our behalf at the General Meeting and hereby order an admission card on his/her behalf. If the proxy holder wants to bring an adviser, an admission card must also be ordered for the adviser.

I request admission card for the proxy holder's adviser: _____
Name of the adviser (please use capital letters)

Proxy form. In the table below, I have indicated how I wish to vote at the General Meeting. Please note that this proxy will only be used if a vote is requested by a third party.

Vote by post. In the table below, I have indicated how I wish to vote at the General Meeting. Please note that votes by post cannot be withdrawn, and that they will also be used in case of proposed amendments to the items on the agenda. Votes by post must be received no later than 8 April 2014 at 12.00 noon.

| Items on the agenda for the Annual General Meeting on 9 April 2014 (shortened; please note that the complete agenda appears from the notice) | FOR | AGAINST | ABSTAIN | Board recommendation |
|--|-----|---------|---------|----------------------|
| 1. Report by the Board of Directors (this item is not subject to voting) | | | | |
| 2. Annual report in English | | | | FOR |
| 3. Approval of audited Annual Report 2013 | | | | FOR |
| 4. Approval of Directors' remuneration for the current financial year | | | | FOR |
| 5. Resolution on allocation of profits acc. to the adopted Annual Report ... | | | | FOR |
| 6. Election of Directors: | | | | |
| Re-election of Lars Nørby Johansen | | | | FOR |
| Re-election of Peter Foss | | | | FOR |
| Re-election of Niels B. Christiansen | | | | FOR |
| Election of Benedikte Leroy (new) | | | | FOR |
| 7. Election of auditors: | | | | |
| Re-election of Deloitte Statsautoriseret Revisionspartnerselskab | | | | FOR |
| 8. Resolutions proposed by the Board of Directors: | | | | |
| a) The Company's acquisition of own shares | | | | FOR |
| b) Authority to the Chairman of the General Meeting | | | | FOR |
| 9. Any other business (this item is not subject to voting) | | | | |

If you do not indicate the type (proxy or vote by post) but otherwise have ticked off the items on the agenda correctly, the form will be considered as a vote by post.

Name (please use capital letters)

Address

Securities account number

Date

Signature

Please note that neither the Company nor Computershare can be held responsible for any postal delays. If used as **proxy**, the form must be received by Computershare no later than **4 April 2014 at 11.59 p.m.** **Votes by post** must be received no later than **8 April 2014 at 12.00 noon**. Both either by fax no. +45 4546 0998 or by post to Computershare A/S, Kongevejen 418, DK-2840 Holte.