

PROXY/POSTAL VOTE
for William Demant Holding A/S' Annual General Meeting Thursday 22 March 2018 at 4 p.m. CET

I hereby give proxy or vote by post as indicated below:

I hereby give proxy to the Chairman of the Board of Directors with full power of substitution to vote on my behalf at the AGM:

in accordance with the Board's recommendations in the form below or

in accordance with my indications in the form below

I hereby give proxy to: _____

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

to attend and vote on my behalf at the AGM 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)

Vote by post. In the table below, I have indicated how I wish to vote at the AGM (please note that votes by post cannot be withdrawn, and that they will also be used in case of proposed amendments to the items on the agenda; votes by post must be received no later than 21 March 2018 at 12.00 p.m. CET (noon)).

Items on the agenda for the AGM on 22 March 2018 (shortened; please note that the complete agenda appears from the notice)	FOR	AGAINST	ABSTAIN	Board recommendation
1. Report of the Board of Directors (this item is not subject to voting)				
2. Approval of Annual Report 2017				FOR
3. Approval of the Board of Directors' remuneration for the current financial year				FOR
4. Resolution on allocation of result acc. to the adopted Annual Report				FOR
5. Election of members to the Board of Directors:				
a) Re-election of Niels B. Christiansen				FOR
b) Re-election of Niels Jacobsen				FOR
c) Re-election of Peter Foss				FOR
d) Re-election of Benedikte Leroy				FOR
e) Re-election of Lars Rasmussen				FOR
6. Election of auditor:				
Re-election of Deloitte Statsautoriseret Revisionspartnerselskab				FOR
7. Resolutions proposed by the Board of Directors:				
a) Reduction of the Company's share capital				FOR
b) Authorisation to let the Company acquire own shares				FOR
c) Authority to the Chairman of the AGM				FOR
8. Any other business (this item is not subject to voting)				

If you do not indicate the type (proxy/vote by post) but have ticked off the items 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 **16 March 2018 at 11.59 p.m. CET**. **Votes by post** must be received no later than **21 March 2018 at 12.00 p.m. (noon)**. Both either as a scanned copy by e-mail to gf@computershare.dk, by fax no. +45 4546 0998 or by post to Computershare A/S, Lottenborgvej 26, DK-2800 Kgs. Lyngby, Denmark.