

15.09.2009 – 14:12 Uhr

## EANS-DD: Villeroy & Boch AG / Notification concerning transactions by persons performing managerial responsibilities pursuant to section 15a of the WpHG

Notification concerning transactions by persons discharging managerial responsibilities pursuant to section 15a of the WpHG, transmitted by euro adhoc with the aim of a Europe-wide distribution. The issuer is responsible for the content of this announcement.

11.09.2009

Details of the person subject to the disclosure requirement:

Person, triggering the disclosure:

Name: Eugen von Boch

Reason for the disclosure requirement:

Reason: Person performing managerial responsibilities  
Position: Member of an administrative or supervisory body

Details of the transaction:

Transaction:

Description of financial instrument: Villeroy & Boch AG Common Stock  
ISIN:DE 0007657207

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Type of transaction: sales

Date: 11.09.2009

No of items: 25000

Currency: Euro

Price: 5,0200

Total amount traded: 125.500,0000

Place: off-market

Explanation:

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Further inquiry note:

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Issuer subject to the publication requirement:

Ende der Mitteilung                      euro adhoc

Further inquiry note:

Branche: Consumer Goods  
ISIN: DE0007657231  
WKN: 765723  
Index: Prime All Share  
Börsen: Frankfurt / regulated dealing/prime standard  
Berlin / free trade

Stuttgart / free trade  
Düsseldorf / free trade  
München / free trade

Original content of: Villeroy & Boch AG, transmitted by news aktuell

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