

16.07.2010 – 16:11 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.

Details of the person subject to the disclosure requirement:

Person, triggering the disclosure:

Name: Frank Göring

Reason for the disclosure requirement:

Reason: Person performing managerial responsibilities

Position: Member of a managing body

Details of the transaction:

Transaction:

Description of financial instrument: Villeroy & Boch AG - Preference Shares  
ISIN:DE0007657231

Type of transaction: purchase

Date: 12.07.2010

No of items: 1000

Currency: Euro

Price: 3.8740

Total amount traded: 3,874.0000

Place: Munich

Explanation:

Further inquiry note:

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Issuer subject to the publication requirement:

end of announcement euro adhoc

Further inquiry note:

Branche: Consumer Goods

ISIN: DE0007657231

WKN: 765723

Index: CDAX, Classic All Share, 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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