

24.03.2011 – 12:09 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  
(natural person)

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 Vorzugsstückaktie

ISIN: DE 0007657231  
Type of transaction: purchase  
Date: 21.03.2011  
Currency: Euro  
Price: 4.77000  
No of items: 1000  
Total amount traded: 4,770.00000  
Place: DDF  
Explanation:

Further inquiry note:

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

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