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EANS-DD: HeidelbergCement 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: Dr. Bernhard Scheifele
(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: reverse convertible bond

ISIN: DE000TB77CZ4
Type of transaction: purchase
Date: 31.07.2012
Currency: Euro
Price: 1.05540
No of items: 1000000
Total amount traded: 1,055,400.00000
Place: off-market
Explanation: As strike price the subscription ratio of the reverse convertible bond is indicated.

Description of the derivative:

Type of derivative:

Underlying ISIN: DE0006047004
Underlying Descr: shares
Strike price: 28.00000
Expiration date: 28.6.2013
Price multiplier: 35.71400

Further inquiry note:

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Issuer subject to the publication requirement:

end of announcement

euro adhoc

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