

**Announcement No. 11/2012**  
**19 September 2012**

**Change in the disclosure of sales performance per region**

To ensure continued transparency, the disclosure of the sales performance per region is changed to better reflect the new structure of the sales regions, which was introduced in connection with the recently updated strategy. The change also reflects the internal reporting.

**New segmentation**

<b>European markets</b>	UK, Germany, France, The Nordics, Benelux, Austria, Switzerland, Italy, Spain and contract manufacturing
<b>Other developed markets</b>	US, Canada, Japan and Australia
<b>Emerging markets</b>	Remaining markets

**Previous segmentation**

<b>Europe</b>	Geographical Europe
<b>Americas</b>	Geographical North- and South America
<b>Rest of the world</b>	Remaining markets (Africa, Asia and Pacific's)

The change will take effect from the Q4 2011/12 earnings release and will not have any impact on the consolidated group sales.

Table 1 provides the revenue split and the organic growth in local currencies for the last 7 quarters

Table 2 provides the presentation as of the Q3 2011/12 earnings release in the previous segmentation and the new segmentation.

Lene Skole  
 Executive Vice President & CFO

**Table 1**
**Organic revenue growth**

	2008/09	2009/10	2010/11	2010/11				2011/12		
				Q1	Q2	Q3	Q4	Q1	Q2	Q3
<b>New split</b>										
European markets	4%	4%	4%	4%	4%	6%	3%	2%	7%	5%
Other developed markets	10%	9%	4%	7%	4%	4%	0%	6%	8%	4%
Emerging Markets	10%	19%	20%	23%	21%	21%	14%	12%	13%	6%
<b>Total</b>	<b>6%</b>	<b>7%</b>	<b>6%</b>	<b>6%</b>	<b>6%</b>	<b>7%</b>	<b>4%</b>	<b>4%</b>	<b>8%</b>	<b>5%</b>

	2008/09	2009/10	2010/11	2010/11				2011/12		
				Q1	Q2	Q3	Q4	Q1	Q2	Q3
<b>Previous split</b>										
Europe	4%	5%	4%	4%	4%	7%	4%	3%	7%	5%
Americas	12%	12%	8%	12%	10%	9%	1%	10%	9%	4%
Rest of World	8%	12%	11%	19%	15%	7%	5%	3%	12%	5%
<b>Total</b>	<b>6%</b>	<b>7%</b>	<b>6%</b>	<b>6%</b>	<b>6%</b>	<b>7%</b>	<b>4%</b>	<b>4%</b>	<b>8%</b>	<b>5%</b>

**Revenue in DKK million**

	2008/09	2009/10	2010/11	2010/11				2011/12		
				Q1	Q2	Q3	Q4	Q1	Q2	Q3
<b>New split</b>										
European markets	6,362	6,675	7,000	1,748	1,686	1,807	1,758	1,790	1,810	1,937
Other developed markets	1,652	1,874	1,987	512	480	488	508	554	546	567
Emerging Markets	806	988	1,185	281	297	302	305	310	336	324
<b>Total</b>	<b>8,820</b>	<b>9,537</b>	<b>10,172</b>	<b>2,541</b>	<b>2,463</b>	<b>2,597</b>	<b>2,571</b>	<b>2,654</b>	<b>2,692</b>	<b>2,828</b>

	2008/09	2009/10	2010/11	2010/11				2011/12		
				Q1	Q2	Q3	Q4	Q1	Q2	Q3
<b>Previous split</b>										
Europe	6,746	7,108	7,475	1,862	1,807	1,924	1,882	1,912	1,944	2,063
Americas	1,380	1,587	1,715	435	425	426	429	482	475	482
Rest of World	694	842	982	244	231	247	260	260	273	283
<b>Total</b>	<b>8,820</b>	<b>9,537</b>	<b>10,172</b>	<b>2,541</b>	<b>2,463</b>	<b>2,597</b>	<b>2,571</b>	<b>2,654</b>	<b>2,692</b>	<b>2,828</b>

**Table 2**
**Sales performance by region - New segment**

	DKK million		Growth composition				DKK million	Organic growth
	2011/12	2010/11	Organic growth	Acquired operations	Exchange rates	Reported growth		
	9 mth	9 mth					2011/12	Q3
European markets	5,536	5,241	5%		1%	6%	1,937	5%
Other developed markets	1,667	1,480	6%	0%	7%	13%	567	4%
Emerging Markets	971	880	10%		0%	10%	324	6%
<b>Net revenue</b>	<b>8,174</b>	<b>7,601</b>	<b>6%</b>	<b>0%</b>	<b>2%</b>	<b>8%</b>	<b>2,828</b>	<b>5%</b>

**Sales performance by region - Previous segment**

	DKK million		Growth composition				DKK million	Organic growth
	2011/12	2010/11	Organic growth	Acquired operations	Exchange rates	Reported growth		
	9 mth	9 mth					2011/12	Q3
Europe	5,919	5,593	5%		1%	6%	2,063	5%
Americas	1,439	1,286	8%	0%	4%	12%	482	4%
Rest of the World	816	722	6%		7%	13%	283	5%
<b>Net revenue</b>	<b>8,174</b>	<b>7,601</b>	<b>6%</b>	<b>0%</b>	<b>2%</b>	<b>8%</b>	<b>2,828</b>	<b>5%</b>

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