

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

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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.  
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Details of the person subject to the disclosure requirement:  
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Person, triggering the disclosure:  
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Name: Dr. Bernhard Scheifele  
(natural person)

Reason for the disclosure requirement:  
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Reason: Person performing managerial responsibilities  
Position: Member of a managing body

Details of the transaction:  
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Transaction:  
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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:  
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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:  
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