

Alm. Brand – Report on trading in Alm. Brand A/S shares by executives and their related parties

Pursuant to article 19 of the EU Regulation 596/2014 and according to a power of attorney given by Søren Boe Mortensen, Alm. Brand A/S is required to file information on trading in shares in Alm. Brand A/S or other securities related to these shares by executives and their related parties:

1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	Søren Boe Mortensen				
2.	Reason for the notification					
a)	Position/status	CEO				
b)	Initial notification/Amendment	Initial notification				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Alm. Brand A/S				
b)	LEI ¹					
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted					
a)	Description of the financial instrument, type of instrument	Shares				
	Identification code	DK00152250344				
b)	Nature of the transaction	Purchase by exercise of share options				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>DKK 1,403,091</td> <td>82,925</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 1,403,091	82,925
Price(s)	Volume(s)					
DKK 1,403,091	82,925					
d)	Aggregated information - Aggregated volume - Price					
e)	Date of the transaction	2016-11-29				
f)	Place of the transaction	NASDAQ OMX Copenhagen A/S				

Contact

Please direct any questions regarding this announcement to:
 Susanne Bilotft, Head of Information and Investor Relations, tel. +45 35 47 76 61.

¹ LEI codes are currently not a mandatory field.