

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 Susanne Larsen, 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	Susanne Larsen				
2.	Reason for the notification					
a)	Position/status	Member of the Board of Directors				
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	549300H4TGLJVZ6VTA48				
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	DK0015250344				
b)	Nature of the transaction	Sale				
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 168,801,50</td> <td>2,837 shares</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 168,801,50	2,837 shares
Price(s)	Volume(s)					
DKK 168,801,50	2,837 shares					
d)	Aggregated information - Aggregated volume - Price					
e)	Date of the transaction	2017-03-06				
f)	Place of the transaction	NASDAQ OMX Copenhagen A/S				

Contact

Please direct any questions regarding this announcement to:

Susanne Bilstoft, Head of Information and Investor Relations, tel. +45 35 47 76 61.

¹ LEI codes are currently not a mandatory field.