

## 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 Jørgen Hesselbjerg Mikkelsen, 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:

<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name	Jørgen Hesselbjerg Mikkelsen				
<b>2.</b>	<b>Reason for the notification</b>					
a)	Position/status	Chairman				
b)	Initial notification/Amendment	Initial notification				
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	Alm. Brand A/S				
b)	LEI <sup>1</sup>	549300H4TGLJVZ6VTA48				
<b>4.</b>	<b>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</b>					
a)	Description of the financial instrument, type of instrument	Shares				
	Identification code	DK0015250344				
b)	Nature of the transaction	Purchase				
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 150,800.00</td> <td>2,600</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 150,800.00	2,600
Price(s)	Volume(s)					
DKK 150,800.00	2,600					
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.

<sup>1</sup> LEI codes are currently not a mandatory field.