Overall guidelines regarding share option compensation in Alm. Brand A/S, cf. section 139 of the Danish Companies Act

The remuneration policy of Alm. Brand A/S contains a description of the salary payable to members of the Management Board. In accordance with the remuneration policy, members of the Management Board of Alm. Brand A/S are remunerated by way of fixed salary.

Members of the Management Board may be granted share options as a fixed part of their fixed salary and, as provided in the remuneration policy, this part may not exceed 13%.

The grant is not subject to any conditions, as the scheme, as stated, is part of a fixed remuneration model.

The options are valued according to the Black-Scholes formula, and at 31 December 2011 the value would have totalled DKK 1.95 per option.

The options may be exercised in the open window periods, however, not earlier than 35 months and not later than 50 months after the granting of the options.

The share option scheme is in the nature of a share-based scheme.

For accounting purposes, the scheme is treated as an equity-based scheme. This implies that, for accounting purposes, the equity-based scheme is measured at the time of grant, and the value is expensed over the vesting period.

As adopted at the annual general meeting held on 26 April 2012.

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Søren Jenstrup
Chairman of the general meeting