To the shareholders of
ALM. BRAND A/S

29 March 2017

As announced in the company's Annual Report 2016, the Annual General Meeting of Alm. Brand A/S will be held on

Wednesday, 26 April 2017 at 11:00 a.m.

at Comwell Conference Center Copenhagen, Center Boulevard 5, 2300 København S, Denmark.

For your information, we attach the notice convening the meeting and the agenda and the complete proposals. The company will be serving light refreshments after the Annual General Meeting. Parking is possible on payment of a parking fee.

Admission cards and voting papers
You may request your admission card and voting papers on the shareholder portal on our webside www.almbrand.dk by use of NemID or the user name and the password shown on the registration form. If you make use of the electronic registration you will receive an immediate confirmation. You may also request admission card and voting papers by application to the company's office at Midtermolen 7, 2100 Copenhagen, or by completing, printing and sending the registration form to Computershare A/S, Kongevejen 418, DK-2840 Holte, Denmark or by facsimile +45 45 46 09 98 or by telephone on +45 45 46 09 97.

Admission cards and voting papers may be requested up to and including Tuesday, 25 April 2017 and your request form must therefore be received by the company's registrar or the company by 12:00 noon on that date. The admission cards and voting papers will then be mailed to the shareholders or handed out at the entrance.

Please note that you also have to request admission card for a prospective companion/adviser.

Voting by proxy or correspondence
Like at previous General Meetings, you may give the Board of Directors or another person who can take part in the meeting a proxy to cast your votes for you. Furthermore, your can choose to vote by correspondence before the meeting. If you choose to vote by correspondence please note that the vote cannot be withdrawn.

Proxies may be nominated electronically and votes by correspondence may be cast electronically through the shareholder portal on the company's website, www.almbrand.dk, by use of NemID or your user name and password or by completing and printing the enclosed proxy and voting form and submitting it to Computershare A/S, Kongevejen 418, DK-2840 Holte, Denmark or by fax to +45 45 46 09 98 so that it reaches the company or Computershare A/S on or before Tuesday, 25 April 2017 at 12:00 noon. Please remember to date and sign the form.

Additional documents
If you wish to receive information about the total number of shares and voting rights in the company as at the date of the notice, the complete annual report for the year ended 31 December 2016 (review and financial statements), a note concerning the remuneration policy and/or the remuneration policy of the Alm. Brand Group, the material may be obtained by telephone on +45 35 47 79 07 on weekdays between 9:00 a.m. and 4:00 p.m. In addition, the material in question is available from the company's website not later than three weeks before the annual general meeting.

Yours faithfully

ALM. BRAND A/S