To the shareholders of
ALM. BRAND A/S

5 April 2018

As announced in the company's Annual Report 2017, the Annual General Meeting of Alm. Brand A/S will be held on

Monday, 30 April 2018 at 11:00 a.m.

at Tivoli Hotel & Congress Center, Arni Magnussons Gade 2, DK-1577 Copenhagen V.

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, DK-2100 Copenhagen, Denmark, or by completing, printing and sending the registration form to Computershare A/S, Lottenborgvej 26, DK- 2800 Kgs. Lyngby, Denmark or by mail to gf@computershare.dk or by telephone on +45 45 46 09 97.

Admission cards and voting papers may be requested up to and including Thursday, 26 April 2018 and your request form must therefore be received by the company's registrar or the company on that date.

This year, as a new feature, an electronic admission card will be issued and sent to the e-mail address you have registered in the shareholder portal. Please bring the admission card to the annual general meeting either electronically on a smartphone/tablet or as a printed copy. In the event of errors in relation to the electronic admission card, or if it is not possible for you to receive the admission card or print it, the admission card will be issued at the registration desk at the entrance to the annual general meeting against presentation of proper proof of identity. Voting papers will be handed out at the registration desk at the entrance to the annual general meeting.

We recommend that you check that you have registered your e-mail address at the shareholder portal and that it is correct.

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, Lottenborgvej 26, DK-2800 Kgs. Lyngby, Denmark or by fax to +45 45 46 09 98 so that it reaches the company or Computershare A/S on or before Thursday, 26 April 2018. 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 2017 (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