ALM. BRAND

Management
Midtermolen 7
DK 2100 Copenhagen

Telephone + 45 35 47 47 47
Telefax +45 35 26 62 38
www.almbrand.dk

Nasdaq OMX Copenhagen A/S
Nikolaj Plads 6
1007 Copenhagen K

Ref CTJ/hdg

Announcement No. 12/2012

Date 16 May 2012

Alm. Brand A/S – Report on transactions of executives and related parties of these with Alm. Brand A/S shares

Pursuant to § 28a of the Danish Securities Trading Act, Alm. Brand A/S hereby reports on transactions of executives and related parties of these with Alm. Brand A/S shares:

Name	Jørgen Hesselbjerg Mikkelsen
Reason	Chairman
Issuer	Alm. Brand A/S
ID code	DK0015250344
Description	Shares
Transaction	Purchase
Trading day	16 May 2012
Market	Nasdaq OMX Copenhagen A/S
Number	10,000
Cash value in DKK	127,000

Name	Hesselbjerg Agro A/S
Reason	Related party to Chairman Jørgen Hesselbjerg Mikkelsen
Issuer	Alm. Brand A/S
ID code	DK0015250344
Description	Shares
Transaction	Purchase
Trading day	16 May 2012
Market	Nasdaq OMX Copenhagen A/S
Number	10,000
Cash value in DKK	127,000

Please direct any questions regarding this announcement to Søren Boe Mortensen, Chief Executive, on tel. +45 35 47 79 07 or Susanne Biltoft, Head of Information and Investor Relations, on tel. +45 35 47 76 61.

Yours sincerely,

Alm. Brand A/S

Søren Boe Mortensen
Chief Executive