3 September 2013
Announcement no. 14/2013

Alm. Brand – Report on trading in Alm. Brand A/S shares by executives and their related parties

Pursuant to section 28a of the Danish Securities Trading Act and according to a power of attorney given by Søren Boe Mortensen, 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:

Name	Søren Boe Mortensen
Reason	Chief Executive
Issuer	Alm. Brand A/S
ISIN code	DK0015250344
Description	Shares
Transaction	Grant of share options
Transaction date	3 September 2013
Market	NASDAQ OMX Copenhagen A/S
Number	165,850
Price (DKK)	384,772

Contact
Please direct any questions regarding this announcement to:
Susanne Biltoft, Head of Information and Investor Relations, tel. +45 35 47 76 61.