12 March 2018
Announcement no. 16/2018

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

Pursuant to article 19 of the EU Regulation 596/2014 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:

1.	**Details of the person discharging managerial responsibilities/person closely associated**	
a)	Name	Søren Boe Mortensen
2.	**Reason for the notification**	
a)	Position/status	CEO
b)	Initial notification/Amendment	Initial notification
3.	**Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**	
a)	Name	Alm. Brand A/S
b)	LEI[1]	549300H4TGLJVZ6VTA48
4.	**Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted**	
a)	Description of the financial instrument, type of instrument Identification code	Shares DK0015250344
b)	Nature of the transaction	Purchase by exercise of share options
c)	Price(s) and volume(s)	**Price(s)**: DKK 1,142,167.44 — **Volume(s)**: 55,284 shares
d)	Aggregated information - Aggregated volume - Price	
e)	Date of the transaction	2018-03-09
f)	Place of the transaction	NASDAQ Copenhagen A/S

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

[1] LEI codes are currently not a mandatory field.