ALM. BRAND

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Announcement No. 17/2011

Date 25 November 2011

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	24 November 2011
Market	OMX Nordic Exchange Copenhagen
Number	14,000
Cash value in DKK	97,860

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	24 November 2011
Market	OMX Nordic Exchange Copenhagen
Number	14,000
Cash value in DKK	97,860

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