ALM. BRAND

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Announcement no. 17/2012

Date 4 September 2012
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Alm. Brand A/S – 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, 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	4 September 2012
Market	NASDAQ OMX Copenhagen A/S
Number	42,611
Price (DKK)	128,259.11

Please direct any questions regarding this announcement to 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