ALM. BRAND

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Announcement No. 19/2010

Date 17 December 2010

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.

In connection with the ongoing rights issue, the following transactions have been made:

Name	Jørgen Hesselbjerg Mikkelsen
Reason	Chairman
Issuer	Alm. Brand A/S
ID code	DK0060255602
Description	Shares
Transaction	Acquisition by exercise of pre-emptive rights
Trading day	6th – 17th December 2010
Market	OMX Nordic Exchange Copenhagen
Number	15.210
Cash value in DKK	152.100

Name	Hesselbjerg Agro A/S
Reason	Related party to Chairman Jørgen Hesselbjerg Mikkelsen
Issuer	Alm. Brand A/S
ID code	DK0060255602
Description	Shares
Transaction	Acquisition by exercise of pre-emptive rights
Trading day	6th – 17th December 2010
Market	OMX Nordic Exchange Copenhagen
Number	7.173
Cash value in DKK	71.730

Name	Boris Nørgaard Kjeldsen
Reason	Deputy Chairman
Issuer	Alm. Brand A/S
ID code	DK0060255602
Description	Shares
Transaction	Acquisition by exercise of pre-emptive rights
Trading day	6th – 17th December 2010
Market	OMX Nordic Exchange Copenhagen
Number	4.923
Cash value in DKK	49.230

Name	Per V. H. Frandsen
Reason	Member of the Board
Issuer	Alm. Brand A/S
ID code	DK0060255602
Description	Shares
Transaction	Acquisition by exercise of pre-emptive rights
Trading day	6th -17th December 2010
Market	OMX Nordic Exchange Copenhagen
Number	18.900
Cash value in DKK	189.000

Name	Tage Benjaminsen
Reason	Member of the Board
Issuer	Alm. Brand A/S
ID code	DK0060255602
Description	Shares
Transaction	Purchase
Trading day	17th December 2010
Market	OMX Nordic Exchange Copenhagen
Number	10.790
Cash value in DKK	107.900

Name	Boulaw 8 ApS
Reason	Related party to Member of the Board Henrik Christensen
Issuer	Alm. Brand A/S
ID code	DK0060255602
Description	Shares
Transaction	Acquisition by exercise of pre-emptive rights
Trading day	6th -17th December 2010
Market	OMX Nordic Exchange Copenhagen
Number	11.475
Cash value in DKK	114.750

Name	Jan Skytte Pedersen
Reason	Member of the Board
Issuer	Alm. Brand A/S
ID code	DK0060255602
Description	Shares
Transaction	Acquisition by exercise of pre-emptive rights
Trading day	6th -17th December 2010
Market	OMX Nordic Exchange Copenhagen
Number	5.400
Cash value in DKK	54.000

Name	Henning Kaffka
Reason	Member of the Board
Issuer	Alm. Brand A/S
ID code	DK0060255602
Description	Shares
Transaction	Acquisition by exercise of pre-emptive rights
Trading day	6th -17th December 2010
Market	OMX Nordic Exchange Copenhagen
Number	26.415
Cash value in DKK	264.150

Name	Susanne Larsen
Reason	Member of the Board
Issuer	Alm. Brand A/S
ID code	DK0060255602
Description	Shares
Transaction	Acquisition by exercise of pre-emptive rights
Trading day	6th -17th December 2010
Market	OMX Nordic Exchange Copenhagen
Number	7.632
Cash value in DKK	76.320

Name	Søren Boe Mortensen
Reason	CEO
Issuer	Alm. Brand A/S
ID code	DK0060255602
Description	Shares
Transaction	Acquisition by exercise of pre-emptive rights
Trading day	6th -17th December 2010
Market	OMX Nordic Exchange Copenhagen
Number	18.054
Cash value in DKK	180.540

Name	Søren Boe Mortensen
Reason	CEO
Issuer	Alm. Brand A/S
ID code	DK0060255602
Description	Shares
Transaction	Purchase
Trading day	17th December 2010
Market	OMX Nordic Exchange Copenhagen
Number	10.000
Cash value in DKK	100.000

Name	Alm. Brand af 1792 fmba
Reason	Related party to CEO Søren Boe Mortensen
Issuer	Alm. Brand A/S
ID code	DK0060255602
Description	Shares
Transaction	Acquisition by exercise of pre-emptive rights
Trading day	6th -17th December 2010
Market	OMX Nordic Exchange Copenhagen
Number	90.711.801
Cash value in DKK	907.118.010

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