27 February 2014
**Announcement No. 2/2014**

# 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 and according to a power of attorney given by Jørgen Hesselbjerg Mikkelsen, 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 | 27 February 2014 |
| Market | Nasdaq OMX Copenhagen A/S |
| Number | 5,000 |
| Cash value in DKK | 131,000 |

| | |
|---|---|
| Name | Hesselbjerg Agro A/S |
| Reason | Related party to Jørgen Hesselbjerg Mikkelsen |
| Issuer | Alm. Brand A/S |
| ID code | DK0015250344 |
| Description | Shares |
| Transaction | Purchase |
| Trading day | 27 February 2014 |
| Market | Nasdaq OMX Copenhagen A/S |
| Number | 5,000 |
| Cash value in DKK | 131,000 |

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