ALM. BRAND

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Announcement No. 3/2012

Date 29 February 2012

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	Herm. Rasmussen A/S Holding
Reason	Related party to Member of the Board Jan Skytte Pedersen
Issuer	Alm. Brand A/S
ID code	DK0015250344
Description	Shares
Transaction	Purchase
Trading day	29 February 2012
Market	Nasdaq OMX Copenhagen A/S
Number	50,000
Cash value in DKK	495,500

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