3 June 2016
**Announcement no. 35/2016**

# Alm. Brand – 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 and according to a power of attorney given by Søren Boe Mortensen, 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 | CEO |
| Issuer | Alm. Brand A/S |
| ID code | DK0015250344 |
| Description | Shares |
| Transaction | Purchase by exercise of share options |
| Trading day | 1 June 2016 |
| Market | Nasdaq OMX Copenhagen A/S |
| Number | 84,379 |
| Cash value in DKK | 1,397,316 |

| | |
|---|---|
| Name | Søren Boe Mortensen |
| Reason | CEO |
| Issuer | Alm. Brand A/S |
| ID code | DK0015250344 |
| Description | Shares |
| Transaction | Sale of shares |
| Trading day | 1 June 2016 |
| Market | Nasdaq OMX Copenhagen A/S |
| Number | 18,722 |
| Cash value in DKK | 916,667 |

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|---|---|
| Name | Søren Boe Mortensen |
| Reason | CEO |
| Issuer | Alm. Brand A/S |
| ID code | DK0015250344 |
| Description | Shares |
| Transaction | Sale of shares |
| Trading day | 2 June 2016 |
| Market | Nasdaq OMX Copenhagen A/S |
| Number | 32,636 |
| Cash value in DKK | 1,606,115 |

**Contact**
Please direct any questions regarding this announcement to:
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