6 September 2016
Announcement no. 56/2016

Alm. Brand – Report on trading in Alm. Brand A/S shares by executives and their related parties

Pursuant to article 19 of the EU Regulation 596/2014 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:

<table>
<tr><td>1.</td><td colspan="2">Details of the person discharging managerial responsibilities/person closely associated</td></tr>
<tr><td>a)</td><td>Name</td><td>Søren Boe Mortensen</td></tr>
<tr><td>2.</td><td colspan="2">Reason for the notification</td></tr>
<tr><td>a)</td><td>Position/status</td><td>CEO</td></tr>
<tr><td>b)</td><td>Initial notification/Amendment</td><td>Initial notification</td></tr>
<tr><td>3.</td><td colspan="2">Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</td></tr>
<tr><td>a)</td><td>Name</td><td>Alm. Brand A/S</td></tr>
<tr><td>b)</td><td>LEI[1]</td><td></td></tr>
<tr><td>4.</td><td colspan="2">Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</td></tr>
<tr><td>a)</td><td>Description of the financial instrument, type of instrument

Identification code</td><td>Share options

DK00152250344</td></tr>
<tr><td>b)</td><td>Nature of the transaction</td><td>Grant of share options</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s)</td><td><table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>DKK 199,860</td><td>35,311 share options</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information
- Aggregated volume
- Price</td><td></td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>2016-09-06</td></tr>
<tr><td>f)</td><td>Place of the transaction</td><td>Outside a trading venue</td></tr>
</table>

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

[1] LEI codes are currently not a mandatory field.