ADVERTISEMENT

ALM. BRAND A/S

Notice of Annual General Meeting

Pursuant to Article 5 of the Articles of Association of Alm. Brand A/S, notice is hereby given that the Annual General Meeting will be held at 11:00 a.m. on Thursday, 24 April 2008, at the Hotel Radisson SAS Scandinavia, Amager Boulevard 70, DK-2300 Copenhagen S.

Pursuant to Article 6 of the Articles of Association, the agenda comprises the following business:

a. Presentation of the annual report for adoption and a resolution to discharge the Board of Directors and the Management Board from liability.

b. Resolution on the distribution of profit or the treatment of loss according to the adopted annual report.

c. Authorisation to acquire treasury shares.

d. Election of members to the Board of Directors and their alternates.

e. Appointment of auditor.

f. Proposal from the Board of Directors for reduction of the company's share capital by DKK 96,000,000 from DKK 1,572,000,000 to DKK 1,476,000,000 for the purpose of distribution to the shareholders by cancellation of the company's holding of treasury shares. The holding of treasury shares has been acquired from the company's shareholders including as part of the execution of share buy-back programmes. Article 3(1) of the Articles of Association must be updated in connection with the reduction.

g. Any other business.

Pursuant to Article 8.6 of the Articles of Association, adoption of the proposals under item f require approval by a majority of two thirds of the votes cast as well as the voting share capital represented at the general meeting. The voting share capital amounts to DKK 1,572,000,000 and each share amount of DKK 80 carries one vote.

The agenda and the complete proposals as well as the Annual Report for 2007 will be available for inspection by the shareholders at the company's offices, Midtermolen 7, DK-2100 Copenhagen Ø, as from and including 14 April 2008. This material will also be sent to any registered shareholder who has so requested.

Admission cards may be requested from Thursday, 3 April 2008 up to and including Monday, 21 April 2008 at 4 p.m. on our webside www.almbrand.dk or by approaching Aktiebog Danmark A/S on facsimile +45 45 46 09 98.

Exercise of voting rights at the Annual General Meeting is conditional upon the share to which the voting right attaches being registered in the shareholder's name in the register of shareholders, or on the shareholder having notified the company of and substantiated his acquisition, for example by presenting a statement from VP Securities Services or from the custodian bank (the depository) issued not more than five days previously. The custody account statement from VP Securities Services or the custodian bank must be accompanied by a written statement from the shareholder declaring that the shares have not been and will not be transferred to others until after the general meeting. If the share has been acquired by transfer, registration, or notification and substantiation, must have taken place on or before 2 April 2008.

Copenhagen, 3 April 2008

THE BOARD OF DIRECTORS