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Announcement no. 10/2010

Date **26 August 2010**

Alm. Brand A/S – Interim report for the first half year of 2010

Highlights

- **In Q2 2010, Alm. Brand A/S generated a profit of DKK 275 million excluding losses and writedowns. Including losses and writedowns, the Q2 profit amounted to DKK 108 million.**
- **In H1 2010, the company generated a profit of DKK 152 million excluding losses and writedowns. Including losses and writedowns, the H1 performance was a loss of DKK 134 million.**
- **The full-year profit forecast is upgraded from DKK 20 million to DKK 200 million before losses and writedowns in the bank. The guidance includes the cloudburst claims related to weeks 32 and 33.**
- **The negative trend in claims expenses has levelled out.**
- **The return on investment activities was satisfactory.**
- **Expenses continued to decline.**
- **Losses and writedowns remained high at DKK 286 million in H1 2010.**

"The performance was better than we had expected, although not yet satisfactory," Chief Executive Søren Boe Mortensen stresses and continues: "We were pleased to note that the negative trend in claims expenses, which we have seen for a number of years, has now been curbed. Also, we recorded improvements in our other operations, growth in our insurance and pension business and declining costs. Writedowns in the bank remain our major concern, but they are developing in line with expectations."

Other highlights

- Non-life operations generated a profit of DKK 186 million in Q2 2010. The H1 performance was a loss of DKK 64 million as a result of severe winter-related claims in Q1.

  The expense ratio continued to decline and ended the reporting period at 18.9%.

- Banking activities in H1 generated an operating profit of DKK 114 million excluding losses and writedowns. Banking operations consequently performed better than had been expected.

  Including losses and writedowns, the H1 performance was an unsatisfactory loss of DKK 172 million.

- Life insurance operations generated a highly satisfactory profit of DKK 129 million in H1 2010. Moreover, the collective bonus potential rose to DKK 343 million, corresponding to a bonus rate of 3.4%.

  The return on policyholders' investment assets was 6.5% (13.0% p.a.).

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.

Alm. Brand A/S will host a webcast and conference call on Thursday, 26 August 2010 at 11.00 a.m.

To follow the webcast, go to:

http://webcast.zoomvision.se/denmark/clients/almbrand/100826/

Financial analysts may participate by phone: Danish analysts: +45 327 147 67, US analysts: +1 718 354 1226 and other international analysts: +44 (0) 207 509 5139.

Yours sincerely,

Alm. Brand A/S

Søren Boe Mortensen
Chief Executive

The interim report is attached in pdf-format.