ALM. BRAND

Management
Midtermolen 7
DK 2100 Copenhagen

Telephone + 45 35 47 47 47
Telefax +45 35 26 62 38
www.almbrand.dk

OMX Nordic Exchange Copenhagen A/S
Nikolaj Plads 6
1007 Copenhagen K

Ref SLB/hdg

Announcement No. 14/2008

Date 25 August 2008

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	Henrik Nordam
Reason	Deputy CE of Alm. Brand A/S
Issuer	Alm. Brand A/S
ID code	DK0015250344
Description	Shares
Transaction	Purchase
Trading day	22 August 2008
Market	OMX Nordic Exchange Copenhagen
Number	797 shares
Cash value in DKK	122,788,00

Please direct any questions regarding this announcement to Søren Boe Mortensen, Chief Executive, on tel. +45 35 47 47 47.

Yours sincerely,

Alm. Brand A/S

Søren Boe Mortensen
Chief Executive