

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 Pia Laub, 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:

| 1. | Details of the person discharging managerial responsibilities/person closely associated | | | | | |
|----------------|--|--|----------|-----------|----------------|--------------|
| a) | Name | Pia Laub | | | | |
| 2. | Reason for the notification | | | | | |
| a) | Position/status | Member of the board of directors | | | | |
| b) | Initial notification/Amendment | Initial notification | | | | |
| 3. | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor | | | | | |
| a) | Name | Alm. Brand A/S | | | | |
| b) | LEI ¹ | 549300H4TGLJVZ6VTA48 | | | | |
| 4. | 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 | | | | | |
| a) | Description of the financial instrument, type of instrument | Shares | | | | |
| | Identification code | DK0015250344 | | | | |
| b) | Nature of the transaction | Purchase | | | | |
| c) | Price(s) and volume(s) | <table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>DKK 400,814.75</td> <td>8,979 shares</td> </tr> </tbody> </table> | Price(s) | Volume(s) | DKK 400,814.75 | 8,979 shares |
| Price(s) | Volume(s) | | | | | |
| DKK 400,814.75 | 8,979 shares | | | | | |
| d) | Aggregated information - Aggregated volume - Price | | | | | |
| e) | Date of the transaction | 19 August 2021 | | | | |
| f) | Place of the transaction | Nasdaq Copenhagen A/S | | | | |

Contact

Please direct any questions regarding this announcement to Mikael Bo Larsen, Senior Investor Relations Officer, phone number +45 51 43 80 02.

¹ LEI codes are currently not a mandatory field.