



## **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 Jørgen Hesselbjerg Mikkelsen, 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. In connection with the ongoing Rights Issue, Jørgen Hesselbjerg Mikkelsen has increased his investment in Alm. Brand shares with net DKK 2,314,037.

<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a.	Name	Jørgen Hesselbjerg Mikkelsen				
<b>2.</b>	<b>Reason for the notification</b>					
a.	Position/status	Chairman of the Board				
b.	Initial notification/ Amendment	Initial notification				
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a.	Name	Alm. Brand A/S				
b.	LEI	549300H4TGLJVZ6VTA48				
<b>4.</b>	<b>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</b>					
a.	Description of the financial instrument, type of instrument	Shares				
	Identification code	DK0061678109				
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 7.55</td> <td>681,558 shares</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 7.55	681,558 shares
Price(s)	Volume(s)					
DKK 7.55	681,558 shares					
d.	Aggregated information - Aggregated volume - Price	681,558 shares DKK 5,145,762.90				
e.	Date of the transaction	19 November 2021				
f.	Place of the transaction	Nasdaq Copenhagen A/S				

<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a.	Name	Jørgen Hesselbjerg Mikkelsen				
<b>2.</b>	<b>Reason for the notification</b>					
a.	Position/status	Chairman of the Board				
b.	Initial notification/ Amendment	Initial notification				
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a.	Name	Alm. Brand A/S				
b.	LEI	549300H4TGLJVZ6VTA48				
<b>4.</b>	<b>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</b>					
a.	Description of the financial instrument, type of instrument	Rights				
	Identification code	DK0061678026				
b.	Nature of the transaction	Sale				
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 3.52</td> <td>668,163</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 3.52	668,163
Price(s)	Volume(s)					
DKK 3.52	668,163					
d.	Aggregated information - Aggregated volume - Price	668,163 Rights DKK 2,351,933.76				
e.	Date of the transaction	18 November 2021				
f.	Place of the transaction	Nasdaq Copenhagen A/S				

<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a.	Name	Jørgen Hesselbjerg Mikkelsen				
<b>2.</b>	<b>Reason for the notification</b>					
a.	Position/status	Chairman of the Board				
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a.	Name	Alm. Brand A/S				
b.	LEI	549300H4TGLJVZ6VTA48				
<b>4.</b>	<b>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</b>					
a.	Description of the financial instrument, type of instrument	Shares				
	Identification code	DK0015250344				
b.	Nature of the transaction	Sale				
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 11.467</td> <td>147,619</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 11.467	147,619
Price(s)	Volume(s)					
DKK 11.467	147,619					
d.	Aggregated information - Aggregated volume - Price	147,619 Shares DKK 1,692,747.07				
e.	Date of the transaction	18 November 2021				
f.	Place of the transaction	Nasdaq Copenhagen A/S				

<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a.	Name	Hesselbjerg Agro A/S; related to Jørgen Hesselbjerg Mikkelsen				
<b>2.</b>	<b>Reason for the notification</b>					
a.	Position/status	Chairman of the Board				
b.	Initial notification/ Amendment	Initial notification				
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a.	Name	Alm. Brand A/S				
b.	LEI	549300H4TGLJVZ6VTA48				
<b>4.</b>	<b>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</b>					
a.	Description of the financial instrument, type of instrument	Shares				
	Identification code	DK0061678109				
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 7.55</td> <td>637,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 7.55	637,000
Price(s)	Volume(s)					
DKK 7.55	637,000					
d.	Aggregated information - Aggregated volume - Price	637,000 Shares DKK 4,809,350				
e.	Date of the transaction	19 November 2021				
f.	Place of the transaction	Nasdaq Copenhagen A/S				

<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a.	Name	Hesselbjerg Agro A/S; related to Jørgen Hesselbjerg Mikkelsen				
<b>2.</b>	<b>Reason for the notification</b>					
a.	Position/status	Chairman of the Board				
b.	Initial notification/ Amendment	Initial notification				
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a.	Name	Alm. Brand A/S				
b.	LEI	549300H4TGLJVZ6VTA48				
<b>4.</b>	<b>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</b>					
a.	Description of the financial instrument, type of instrument	Rights				
	Identification code	DK0061678026				
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Price(s)	Volume(s)					
DKK 3.52	637,000					
d.	Aggregated information - Aggregated volume - Price	600,851 Rights DKK 2,114,995.52				
e.	Date of the transaction	18 November 2021				
f.	Place of the transaction	Nasdaq Copenhagen A/S				

<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a.	Name	Hesselbjerg Agro A/S; related to Jørgen Hesselbjerg Mikkelsen				
<b>2.</b>	<b>Reason for the notification</b>					
a.	Position/status	Chairman of the Board				
b.	Initial notification/ Amendment	Initial notification				
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a.	Name	Alm. Brand A/S				
b.	LEI	549300H4TGLJVZ6VTA48				
<b>4.</b>	<b>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</b>					
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Price(s)	Volume(s)					
DKK 11.467	137,539					
d.	Aggregated information - Aggregated volume - Price	137,539 Shares DKK 1,577,159.71				
e.	Date of the transaction	18 November 2021				
f.	Place of the transaction	Nasdaq Copenhagen A/S				

<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a.	Name	JHM Holding 2010 ApS; related to Jørgen Hesselbjerg Mikkelsen				
<b>2.</b>	<b>Reason for the notification</b>					
a.	Position/status	Chairman of the Board				
b.	Initial notification/ Amendment	Initial notification				
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a.	Name	Alm. Brand A/S				
b.	LEI	549300H4TGLJVZ6VTA48				
<b>4.</b>	<b>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</b>					
a.	Description of the financial instrument, type of instrument	Shares				
	Identification code	DK0061678109				
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 7.55</td> <td>30,400</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 7.55	30,400
Price(s)	Volume(s)					
DKK 7.55	30,400					
d.	Aggregated information - Aggregated volume - Price	30,400 Shares DKK 229,520.00				
e.	Date of the transaction	19 November 2021				
f.	Place of the transaction	Nasdaq Copenhagen A/S				

<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a.	Name	JHM Holding 2010 ApS; related to Jørgen Hesselbjerg Mikkelsen				
<b>2.</b>	<b>Reason for the notification</b>					
a.	Position/status	Chairman of the Board				
b.	Initial notification/ Amendment	Initial notification				
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a.	Description of the financial instrument, type of instrument	Rights				
	Identification code	DK0061678026				
b.	Nature of the transaction	Sale				
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 3.52</td> <td>38,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 3.52	38,000
Price(s)	Volume(s)					
DKK 3.52	38,000					
d.	Aggregated information - Aggregated volume - Price	38,000 Rights DKK 133,760.00				
e.	Date of the transaction	18 November 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 5143 8002.