

Template for notification

Template for notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them**1. Details of the person discharging managerial responsibilities/person closely associated**

a) Name

Andreas Ruben Madsen

2. Reason for the notification

a) Position/status

CEO

b) Initial notification/Amendment

First submission

3. Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name

Alm. Brand A/S

b) LEI

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 Identification code

DK0015250344

b) Nature of the transaction

Award of share-based remuneration

c) Price(s)

16.96

c) Volume(s)

12,314

d) Aggregated information - Aggregated volume - Price

Aggregated volume: 12,314 shares

Price: DKK 208,845

e) Date of the transaction

23-07-2026

f) Place of the transaction

Nasdaq Copenhagen A/S