



## **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 Tina Schmidt Madsen, 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:

<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a.	Name	Tina Schmidt Madsen				
<b>2.</b>	<b>Reason for the notification</b>					
a.	Position/status	Member 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>51,250 shares</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 7.55	51,250 shares
Price(s)	Volume(s)					
DKK 7.55	51,250 shares					
d.	Aggregated information - Aggregated volume - Price	51,250 shares DKK 386,937.50				
e.	Date of the transaction	15 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	Tina Schmidt Madsen				
<b>2.</b>	<b>Reason for the notification</b>					
a.	Position/status	Member 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 3.55</td> <td>9,545</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 3.55	9,545
Price(s)	Volume(s)					
DKK 3.55	9,545					
d.	Aggregated information - Aggregated volume - Price	9,545 Rights DKK 33,884.75				
e.	Date of the transaction	15 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	Schmidt Advicer; related to Tina Schmidt Madsen				
<b>2.</b>	<b>Reason for the notification</b>					
a.	Position/status	Member 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>17,800</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 7.55	17,800
Price(s)	Volume(s)					
DKK 7.55	17,800					
d.	Aggregated information - Aggregated volume - Price	17,800 Shares DKK 134,390.00				
e.	Date of the transaction	15 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	Schmidt Advicer; related to Tina Schmidt Madsen				
<b>2.</b>	<b>Reason for the notification</b>					
a.	Position/status	Member 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	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 3.55</td> <td>2,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 3.55	2,000
Price(s)	Volume(s)					
DKK 3.55	2,000					
d.	Aggregated information - Aggregated volume - Price	2,000 Rights DKK 7,100				
e.	Date of the transaction	15 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	Peter Schmidt; related to Tina Schmidt Madsen				
<b>2.</b>	<b>Reason for the notification</b>					
a.	Position/status	Member 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>2,430</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 7.55	2,430
Price(s)	Volume(s)					
DKK 7.55	2,430					
d.	Aggregated information - Aggregated volume - Price	2,430 Shares DKK 18,346.50				
e.	Date of the transaction	15 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	Marie Schmidt; related to Tina Schmidt Madsen				
<b>2.</b>	<b>Reason for the notification</b>					
a.	Position/status	Member 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>1,260</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 7.55	1,260
Price(s)	Volume(s)					
DKK 7.55	1,260					
d.	Aggregated information - Aggregated volume - Price	1,260 Shares DKK 9,513.00				
e.	Date of the transaction	15 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.