To NASDAQ Copenhagen

Reporting of trading in Tryg shares by senior management   12 July 2016

Statement of transactions by members of senior management and their related parties in shares, issued by Tryg and related securities, cf. article 19 of the EU Regulation 596/2014.

1.	**Details of the person discharging managerial responsibilities/person closely associated**	
a)	Name	Anders Hjulmand
2.	**Reason for notification**	
a)	Position/status	Board member
b)	Initial notification/ amendment	Initial notification
3.	**Details of the issuer**	
a)	Name	Tryg A/S
b)	LEI	213800ZRS8AC4LSTCE39
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	DK 0060636678
b)	Name of transaction	Purchase
c)	Price(s) and volume(s)	

Price(s)	Volume(s)
DKK 149,154	1,168 shares

d)	Aggregated information - Aggregated volume - Price	
e)	Date of transaction	2016-07-12
f)	Place of transaction	NASDAQ Copenhagen

Further information

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Tryg is the second-largest insurance company in the Nordic region with activities in Denmark, Norway and Sweden. Tryg provides peace of mind and value for 2.7 million customers on a daily basis. Tryg is listed on NASDAQ Copenhagen and 60% of the shares are held by TryghedsGruppen smba. TryghedsGruppen, annually, contributes around DKK 500m to peace of mind purposes via TrygFonden.