

To NASDAQ Copenhagen

**Reporting of trading in Tryg shares by senior management**

10 April 2017

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.

<b>1.</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name	Anders Hjulmand
<b>2.</b>	<b>Reason for notification</b>	
a)	Position/status	Board member
b)	Initial notification/ amendment	Initial notification
<b>3.</b>	<b>Details of the issuer</b>	
a)	Name	Tryg A/S
b)	LEI	213800ZRS8AC4LSTCE39
<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	DK 0060636678
b)	Name of transaction	Purchase
c)	Price(s) and volume(s)	Price(s): DKK 149,457 Volume(s): 1,189 shares
d)	Aggregated information - Aggregated volume - Price	
e)	Date of transaction	2017-04-10
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 more than 3 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 600m to peace of mind purposes via TrygFonden.*