

ANNOUNCEMENT 4/2010

Announcement of BoConcept Executives' trading with securities

In accordance with section 28 a of the Danish Securities Trading Act, BoConcept Holding A/S is required to publish information regarding trading in BoConcept Holding A/S shares and securities by Executives and persons closely associated with an Executive.

The statement is based on a report which BoConcept Holding A/S has received from one of the Executives on 7 July 2010.

Name:	Viggo Mølholm
Reason:	President & CEO of the company
Issuer:	BoConcept Holding A/S
ISIN:	DK0060050201
Designation:	Shares
Nature of transaction:	Purchase
Trading date:	07.07.2010
Market:	NASDAQ OMX Copenhagen
Number:	1,325
Market price DKK:	DKK 247,900

Herning, 8 July 2010