

ANNOUNCEMENT 8/2010Herning, 11 October 2010
hb/lis**BoConcept Danmark A/S sells part of its nine Danish stores**

Today, BoConcept Danmark A/S has sold its nine BoConcept Brand Stores in Copenhagen (Gl. Kongevej and ILLUM), Ishøj, Hillerød, Lyngby, Odense, Århus, Vejle and Aalborg, respectively. With this, BoConcept continues its targeted strategy of focusing on being concept and master right holder, while the chain's brand stores are owned by individual franchisees.

The stores are sold to the newly established company Real Design A/S. Initially, 25% of Real Design A/S is owned by Real Capital A/S, and the remaining 75% is owned by BoConcept A/S. However, according to the agreement, Real Capital A/S has an option to purchase BoConcept A/S' entire shareholding in Real Design A/S in shares of 25% until 1 October 2014. The parties have agreed not to publish any details of the purchase price.

Owner of Real Capital A/S, Niels Kruse, is appointed Managing Director of Real Design A/S. *'For long I have been fascinated by BoConcept's products and business base, so it pleases me to take over the nine BoConcept Brand Stores. The combination of BoConcept's attractive franchise concept and my solid background in the contracting and furniture business promises very well for the future development of the stores, BoConcept and myself,'* says Niels Kruse.

The master rights to the Danish market are still owned by BoConcept A/S, and the two Danish stores in Herning and Roskilde are still owned by individual franchisees.

Expectations to the 2010/2011 financial year are maintained

The sale of the nine BoConcept Brand Stores has no effect on the group's expectations to the results of the 2010/2011 financial year as stated in announcement 5/2010 of 25 August 2010.

Herning, 11 October 2010

Viggo Mølholm
President and CEO**Further information**

For further information please contact President & CEO Viggo Mølholm or Vice President & CFO Hans Barslund tel. +45 70 13 13 66