

BoConcept Holding A/S

Central Business Registration No. 34 01 84 13

The annual general meeting of BoConcept will be held on

Wednesday 31 August 2011 at 4 p.m.

at the company's office at Mørupvej 16, DK-7400 Herning (Base Camp).

Agenda:

1. Election of chairman of the meeting
2. Management's review
3. Presentation of the annual report
4. Approval of annual report, including decision on discharge for executive and supervisory boards as well as decision on distribution of profit or covering of losses according to the approved annual report

The supervisory board recommends to the company in general meeting that dividend be distributed for the 2010/2011 financial year in the amount of DKK 2 per share with a nominal value of DKK 10

5. Election of supervisory board members

According to the articles of association the supervisory board members elected at the general meeting must be re-elected on an annual basis.

Christian Majgaard stands down.

The supervisory board proposes the re-election of Ebbe Pelle Jacobsen and Rolf Eriksen.

Furthermore, the supervisory board proposes the election of Morten Windfeldt Jensen to the supervisory board. Morten Windfeldt Jensen, born 1962, educational background Master of Economics and a professional background as vice CEO at DSV Miljø A/S 2009-2011, director at 3i Nordic Denmark 2006-2009 as well as director at Carnegie Investment Banking 1998-2006.

6. Appointment of auditors
The board recommends reappointment of PricewaterhouseCoopers, state authorised public accountant
7. Suggestions from the board:
Granting the supervisory board authority in the period up until the annual general meeting in 2016 to acquire treasury shares with a nominal value up to 10% of the share capital referring to article 198 of the Danish Companies Act. The consideration paid must not deviate by more than 10% from the share price.
8. Any other business

The notice convening the general meeting, the agenda, the company's 2010/2011 annual report with consolidated financial statements, the complete proposals, stating the total number of shares and voting rights, including the total number by share class and the forms to be used for voting by post or proxy will be open for inspection by the shareholders at the company's office in Herning from 8 August 2011 and will also be posted at the company's website at www.boconcept.com.

Share capital, voting rights and custodian bank

The company's share capital consists of shares corresponding to DKK 28,621,190, in denominations of DKK 10 and multiples hereof. The company's share capital amounts to Class A shares for DKK 2,400,000 and Class B shares for DKK 26,221,190. The Class A shares carry ten votes for each Class A share of DKK 10, and the Class B shares carry one vote for each Class B share of DKK 10.

Any shareholder may attend the general meeting provided that he has obtained an admission card three days prior to the date of the general meeting, either from the company's office or from another place stated in the notice and on presentation of proof of his shares or reference to registration in the name of the holder or other evidence of his shareholding.

Shareholders are entitled to vote at the company's general meeting provided that their shareholding has been registered not later than three days prior to the general meeting. Voting may also be by proxy or post for which a specific form is required. The forms must accompany the notice convening the general meeting. Postal votes must reach BoConcept Holding not later than three days prior to the general meeting.

The shareholders exercise their financial rights through their own custodian bank.

BoConcept Holding A/S

Ebbe Pelle Jacobsen
Chairman of the supervisory board