

ANNOUNCEMENT 5/2011

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 22 and 23 September 2011.

Name:	Viggo Mølholm
Reason:	President & CEO of the company
Issuer:	BoConcept Holding A/S
ISIN:	DK0060050201
Designation:	Shares
Nature of transaction:	Purchase
Trading date:	22 September / 23 September
Market:	NASDAQ OMX Copenhagen
Number:	6,700
Market price DKK:	DKK 700,060

Name:	Morten Windfeldt Jensen
Reason:	Member of the executive board
Issuer:	BoConcept Holding A/S
ISIN:	DK0060050201
Designation:	Shares
Nature of transaction:	Purchase
Trading date:	22.09.2011
Market:	NASDAQ OMX Copenhagen
Number:	2,000
Market price DKK:	DKK 204,000

Herning, 23 September 2011