

**BoConcept Holding A/S**

Central Business Registration No. 34 01 84 13

The annual general meeting of BoConcept will be held on

**Thursday 28 August 2008 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 board suggests a dividend of DKK 8 per share be paid for the 2007/2008 financial year

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. We suggest re-election of Svend Sigaard, Ebbe Jacobsen and Christian Majgaard

6. Appointment of auditors

The board recommends reappointment of PricewaterhouseCoopers, state authorised public accountant

7. Suggestions from the board:

- Authorisation for the board to – before the next ordinary general meeting - buy back up to 10% of the company's share capital referring to article 48 of the Danish Companies Act

8. AOB

The revised annual report, the agenda for the general meeting as well as the suggestions are available to the shareholders for examination at the company's office as of 11 August 2008.

BoConcept Holding A/S

Svend Sigaard

Chairman of the supervisory board