

ANNOUNCEMENT 11/2013

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 5 December 2013.

Name:	Kirk & Thorsen Invest A/S
Reason:	Peter Thorsen is deputy chairman of the supervisory board of BoConcept Holding A/S - Peter Thorsen has an ownership share of Kirk & Thorsen Invest A/S
Issuer:	BoConcept Holding A/S
ISIN:	DK0060050201
Designation:	Shares
Nature of transaction:	Purchase
Trading date:	05.12.2013
Market:	NASDAQ OMX Copenhagen
Number:	102,850
Market price DKK:	DKK 9,286,500

Herning, 6 December 2013