

ANNOUNCEMENT 2/2014

Major shareholder announcement – Kirk & Thorsen Invest A/S

BoConcept Holding has been informed that Kirk & Thorsen Invest A/S has increased their holding of BoConcept shares to 143,850 shares corresponding to 5.03% of the share capital.

If any questions, please contact CFO Hans Barslund, tel. +45 7013 1366.

Herning, 3 January 2014