

## ANNOUNCEMENT 5/2014

### 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 17 March 2014.

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|-------------------------------|--|
| <b>Name</b>                   | Preben Bager   |
| <b>Reason:</b>                | Preben Bager is a board member of the supervisory board of BoConcept Holding A/S |
| <b>Issuer:</b>                | BoConcept Holding A/S  |
| <b>ISIN</b>                   | DK0060050201   |
| <b>Designation:</b>           | Shares   |
| <b>Nature of transaction:</b> | Purchase   |
| <b>Trading date:</b>          | 17 March 2014  |
| <b>Market:</b>                | NASDAQ OMX Copenhagen  |
| <b>Number:</b>                | 2,614 shares   |
| <b>Market price DKK:</b>      | DKK 256,310  |

Herning, 17 March 2014