

OMX Nordic Exchange Copenhagen  
Nikolaj Plads 6  
1067 Copenhagen K

### 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 on of the Executives on 13 March 2008.

<b>Name:</b>	BoConcept Invest ApS
<b>Reason:</b>	President & CEO Viggo Mølholm of BoConcept Holding A/S has owner share in BoConcept Invest ApS
<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>	13.03.08
<b>Market:</b>	Copenhagen Stock Exchange
<b>Number:</b>	5,000
<b>Market price DKK:</b>	DKK 1,450,000

Herning, 13 March 2008