

ANNOUNCEMENT 9/2014

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 1 July 2014.

Name	Preben Bager
Reason:	Preben Bager is a board member of the supervisory board of BoConcept Holding A/S
Issuer:	BoConcept Holding A/S
ISIN	DK0060050201
Designation:	Shares
Nature of transaction:	Purchase
Trading date:	1 July 2014
Market:	NASDAQ OMX Copenhagen
Number:	1,950 shares
Market price DKK:	DKK 183,754

Herning, 2 July 2014