

ANNOUNCEMENT NO. 13/2014

MAJOR SHAREHOLDER ANNOUNCEMENT

On 21 October 2014, BoConcept Holding A/S has been informed that Mr. Viggo Mølholm has increased his indirect shareholding in BoConcept Holding A/S.

The increase in the indirect shareholding in BoConcept Holding A/S is due to the fact that the companies BoCon VM I ApS and BoCon VM II ApS, newly established by Mr. Mølholm, have acquired 22.1% of the shares in BoConcept Invest ApS from BoCon MÆ ApS (a company owned by Mr. Mogens Ærthøj) and 55.8% of the shares in BoConcept Invest ApS from BoCon Holding ApS (a company owned equally by Mr. Ærthøj and Mr. Mølholm). As a result of this Mr. Mølholm indirectly owns 100% of BoConcept Invest ApS.

Subsequently, Mr. Mølholm indirectly owns through BoConcept Invest ApS 240,000 A-shares and 272,960 B-shares, equalling 17.92% of the share capital and 53.22% of the voting rights. In addition, Mr. Mølholm continues to directly own 100,712 B shares, equalling 3.52% of the share capital and 2.01% of the voting rights.

This means that Mr. Mølholm now directly and indirectly owns 21.44% of the share capital and 55.23% of the voting rights in BoConcept Holding A/S.

This also means that Mr. Ærthøj is no longer considered a major shareholder in BoConcept Holding A/S.

In case of any questions regarding this announcement, please do not hesitate to contact Mr. Viggo Mølholm, Chairman of the Board of Directors, on phone no. +45 7013 1366.

Herning, 21 October 2014