

## ANNOUNCEMENT 18/2014

### 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 19 December 2014.

<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>	19 December 2014
<b>Market:</b>	NASDAQ OMX Copenhagen
<b>Number:</b>	5,200 shares
<b>Market price DKK:</b>	DKK 359,707

Herning, 22 December 2014