

The Copenhagen Stock Exchange

BoConcept®

BoConcept Holding A/S
Mørupvej 16
DK-7400 Herning

Tel. +45 7013 1366
Fax +45 9626 7211

holding@boconcept.com
www.boconceptholding.com

Herning, 28 January 2008

Property sale

BoConcept Holding A/S has decided to initiate negotiations concerning the sale of the company's two Danish properties located at Mørupvej 16, Herning and Fabriksvej 4, Ølgod, respectively with a view to establishing an agreement on operational lease of the properties.

The properties, which comprise office buildings, production facilities, warehouse and distribution centre, are put up for sale by EDC estate agent Poul Erik Beck, Copenhagen at a price of DKK 196 million. The properties have a book value of approx. DKK 100 million. We expect the property sale to be in place by the end of the 2007/2008 financial year.

In consideration of the company's future capital requirements, BoConcept Holding A/S expects to be able to distribute an extraordinary dividend to the company's shareholders on conclusion of the sale.

For further information, please contact Vice President & CFO, Hans Barslund, on telephone number: +45 7013 1366.

Best regards
BoConcept Holding A/S

Hans Barslund

BoConcept is the retail-oriented concept holder of the global franchise chain and the global brand of BoConcept. The chain represents the best co-ordinated designer furniture and accessories in the industry. The collection, store concept, consumer communications and supply chain are controlled from the headquarters in Denmark.

BoConcept Brand Stores are independent stores with floorages of between 400 and 800 square metres in attractive locations while Studios are in-store departments with floorages of between 100 and 400 square metres located in existing furniture stores. As per 1 January 2008 there were 216 Brand Stores and 137 Studios in 44 markets worldwide.