

ANNOUNCEMENT 3/2015

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 13 March 2015.

Name:	Kirk & Thorsen Invest A/S
Reason:	Peter Thorsen is chairman of the supervisory board of BoConcept Holding A/S - Peter Thorsen has an ownership share of Kirk & Thorsen Invest A/S
Issuer:	BoConcept Holding A/S
ISIN:	DK0060050201
Designation:	Shares
Nature of transaction:	Purchase
Trading date:	13 March 2015
Market:	NASDAQ OMX Copenhagen
Number:	37,000 shares
Market price DKK:	3,299,586 DKK

Herning, 13 March 2015