

**ANNOUNCEMENT 4/2015**Herning, 25 March 2015  
hb/lis**Peter Linnet takes up position as COO of BoConcept Holding A/S**

As per 4 May 2015, Peter Linnet will be joining the executive board of BoConcept Holding A/S and taking up the position as Chief Operating Officer (COO). Peter Linnet comes from a position as Senior Vice President Supply Chain and Quality of Orifarm A/S and has been in charge of production, logistics, facility, warehouses and quality as well as member of the executive board of the company.

In BoConcept, Peter will cover supply chain areas including production, warehouses, logistics and customer service.

'Peter has 25 years of supply chain experience and has produced excellent results with large global companies such as Vestas, GN ReSound and - most recently - Orifarm as responsible for operations and logistics. During his career Peter has demonstrated a unique ability to strengthen delivery performance, reduce lead-times, optimise production and purchase prices and reduce inventory levels. These are all central elements of the strategic optimisation of the business model currently being implemented in BoConcept in order to strengthen our profit margin significantly over the coming years', explains CEO Torben Paulin.

The executive board of BoConcept Holding A/S now consists of CEO Torben Paulin, CFO Hans Barslund and COO Peter Linnet.

For further information, please contact CEO Torben Paulin on tel. +45 70 13 13 66.

Herning, 25 March 2015

**CV Peter Linnet (born 1963)****Education**

BSc in Economics and Business Administration and Business Diploma in international trade (HD)

**Work experience**

2007 -> Senior Vice President Supply Chain & Quality, Orifarm A/S  
2003 – 2007 Vice President Supply Chain/Senior Vice President Operations, GN ReSound A/S  
1998 – 2003 Group Logistics Manager, Vestas Wind Systems A/S  
1994 – 1998 Purchasing Manager, Dronningborg Industries A/S  
1990 – 1994 Logistics and Planning, Joni Emballage A/S