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ANNOUNCEMENT 7/2015

NOTIFICATION OF THE ACQUISITION OR DISPOSAL OF MAJORITY SHAREHOLDINGS

On 14 August 2015, BoConcept Holding A/S received notification that Viggo Mølholm had reduced his indirect holdings of shares in BoConcept Holding A/S through a transfer of shares to his sons: Kim Mølholm and Allan Mølholm.

Details of the change are as follows:

Viggo Mølholm has transferred 42.5% of the share capital and none of the voting rights in BoCon VM ApS, BoCon VM I ApS and BoCon VM II ApS to each of his sons. The three companies mentioned hold all the shares in BoConcept Invest ApS, which holds 240,000 Class A-shares and 272,960 Class B-shares in BoConcept Holding A/S, corresponding to 17.92% of the share capital and 53.23% of the voting rights.

In addition, Viggo Mølholm has a direct holding of 89,122 Class B-shares in BoConcept Holding A/S, corresponding to 3.11% of the share capital and 1.77% of the voting rights.

Kim Mølholm also has a direct holding of 23,470 Class B-shares in BoConcept Holding A/S, corresponding to 0.82% of the share capital and 0.47% of the voting rights.

Allan Mølholm also has a direct holding of 10,970 Class B-shares in BoConcept Holding A/S, corresponding to 0.38% of the share capital and 0.22% of the voting rights.

As a result.

Viggo Mølholm now has direct and indirect holdings of shares in BoConcept Holding A/S, corresponding to 5.8% of the share capital and 55% of the voting rights;

Kim Mølholm now has direct and indirect holdings of shares in BoConcept Holding A/S, corresponding to 8.43% of the share capital and 0.47% of the voting rights;

Allan Mølholm now has direct and indirect holdings of shares in BoConcept Holding A/S, corresponding to 7.99% of the share capital and 0.22% of the voting rights;

If any questions to this announcement, please contact Viggo Mølholm – phone +45 7013 1366.

Herning, 14 August 2015