

ANNOUNCEMENT 12/2015

Major shareholder announcement – Mitiska NV, Belgium

BoConcept Holding has been informed that Mitiska NV has reduced their holding of BoConcept shares by 101,000 B-shares and possesses now 58,350 B-shares corresponding to 2.04% of the share capital.

If any questions, please contact CFO Hans Barslund, tel. +45 7013 1366.

Herning, 3 December 2015