

Section 28A notification

Keops A/S

Reported to the Copenhagen Stock Exchange via Company News Service on 31 August 2007:

Notification pursuant to Section 28A of the Danish Securities Trading Act

Hegedal ApS (formerly InvestorHolding ApS), a company controlled by Ole Vagner, and Baugur Group hf has today executed an agreement with the Danish tax authorities regarding partly rescission of the sale of shares in July 2005 from Hegedal ApS to Baugur Group hf. The rescission is regarding 4,342,370 shares.

On this basis the two companies have executed the following transactions, which furthermore are illustrated in the table:

Baugur Group hf has today transferred 4,342,370 shares in Keops A/S to Hegedal ApS

Hegedal ApS has subsequently today transferred the same number of shares in Keops A/S to Baugur Group hf.

The price per share for both transactions was DKK 11.85 per share equivalent to the price that Baugur Group hf paid to Hegedal ApS in the transaction in July 2005 less dividends paid out (DKK 0.15 per share) in January 2006.

Keops A/S thus makes the following notification of transactions in Keops A/S' shares by managers and persons closely related to the managers pursuant to Section 28(a) of the Danish Securities Trading Act:

Issuer: Keops A/S

ISIN code: DK0010250588

Type of security: Shares

Market: Copenhagen Stock Exchange

Name	Cause of reporting	Type of transaction	Date of trade	No. of shares	Quoted Price (DKK)
Hegedal ApS (formerly Investor-Holding ApS)	Related to a manager	Purchase	31-08-2007	4,342,370	51,457,085
Baugur Group hf.	Related to a member of the Board	Sale	31-08-2007	4,342,370	51,457,085
Hegedal ApS (formerly Investor-Holding ApS)	Related to a manager	Sale	31-08-2007	4,342,370	51,457,085
Baugur Group hf.	Related to a member of the Board	Purchase	31-08-2007	4,342,370	51,457,085

Please address questions relating to this Notice to Company Secretary Klaus Lund on telephone +45 3378 4000.



Notice to the Stock Exchange no. 308
Keops A/S

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