

Copenhagen Stock Exchange

Herning, 5 July 2007  
hb/ls

This is a notification of changes in the shareholdings of the company's management who are obligated to give and pass on notifications, pursuant to the Danish Securities Trading Act.

The executive board of BoConcept Holding A/S has redeemed their part of the share options. Viggo Mølholm has purchased 7,200 shares and has now a shareholding of 301,350 shares. Hans Barslund has purchased 7,200 shares, of which he has sold 4,200 shares. He has thus a current shareholding of 55,000 shares.

BoConcept Holding A/S has been notified of the following transactions

<b>Name:</b>	Christian Majgaard
<b>Reason:</b>	Member of the executive board
<b>Issuer:</b>	BoConcept Holding A/S
<b>ISIN:</b>	DK0060050201
<b>Designation:</b>	Shares
<b>Nature of transaction:</b>	Sale
<b>Trading date:</b>	05.07.2007
<b>Market:</b>	Copenhagen Stock Exchange
<b>Number:</b>	5,000
<b>Market price DKK:</b>	3,100,000

<b>Name:</b>	Viggo Mølholm
<b>Reason:</b>	President & CEO of the company
<b>Issuer:</b>	BoConcept Holding A/S
<b>ISIN:</b>	DK0060050201
<b>Designation:</b>	Shares
<b>Nature of transaction:</b>	Purchase
<b>Trading date:</b>	05.07.2007
<b>Market:</b>	Copenhagen Stock Exchange
<b>Number:</b>	7,200
<b>Market price DKK:</b>	324,000

<b>Name:</b>	Hans Barslund
<b>Reason:</b>	President & CFO of the company
<b>Issuer:</b>	BoConcept Holding A/S
<b>ISIN:</b>	DK0060050201
<b>Designation:</b>	Shares
<b>Nature of transaction:</b>	Purchase
<b>Trading date:</b>	05.07.2007
<b>Market:</b>	Copenhagen Stock Exchange
<b>Number:</b>	7,200
<b>Market price DKK:</b>	324,000

<b>Name:</b>	Hans Barslund
<b>Reason:</b>	President & CFO of the company
<b>Issuer:</b>	BoConcept Holding A/S
<b>ISIN:</b>	DK0060050201
<b>Designation:</b>	Shares
<b>Nature of transaction:</b>	sale
<b>Trading date:</b>	05.07.2007
<b>Market:</b>	Copenhagen Stock Exchange
<b>Number:</b>	4,200
<b>Market price DKK:</b>	2,604,000

Best regards,  
BoConcept Holding A/S

Viggo Mølholm