

B O C O N C E P T H O L D I N G A / S

CVR no. 34 01 84 13

Notice is hereby given that the annual general meeting of BoConcept Holding A/S will be held on

Thursday, 25 August 2016 – at 4 pm

at the company's office at Mørupvej 16, DK-7400 Herning.

Agenda:

1. Election of chairman of the meeting
2. Management's review
3. Presentation of the annual report
4. Adoption of the annual report, including grant of discharge to the executive and supervisory boards and resolution regarding the appropriation of profit or provision for losses pursuant to the approved annual report.

The supervisory board has recommended to the general meeting of shareholders that no dividend be paid for the 2015/2016 financial year.

5. Election of members to the supervisory board
6. Appointment of auditors
7. Any other business

The notice convening the general meeting, the agenda, the company's 2015/2016 annual report with consolidated financial statements, the complete proposals, stating the total number of shares and voting rights, including the total number by share class and the forms to be used for voting by post or proxy will be open for inspection by the shareholders at the company's office in Herning from 8 August 2016 and will also be posted at the company's website at <http://www.boconcept.com/www.boconcept.com>.

Share capital, voting rights

The company capital amounts to DKK 28,621,190 and is divided into shares in denominations of DKK 10.00 and multiples hereof. The company's share capital is divided into Class A-shares for DKK 2,400,000 and Class B-shares for DKK 26,221,190. The Class A-shares carry ten votes for each Class A-share of DKK 10, and the Class B-shares carry one vote for each Class B-share of DKK 10.

Any shareholder may attend the general meeting provided that he has obtained an admission card three days prior to the date of the general meeting, either from the company's office or from another place stated in the notice and on presentation of proof of his shares or reference to registration in the name of the holder or other evidence of his shareholding.

Shareholders are entitled to vote at the company's general meeting provided that their shareholding has been registered not later than seven days prior to the general meeting. Voting may also be by proxy or post for which a specific form is required. The forms must accompany the notice convening the general meeting. Postal votes must reach BoConcept Holding A/S not later than three days prior to the general meeting.

Shareholders exercise their financial rights through their own custodian bank.

Herning, 3 August 2016