

CREATING

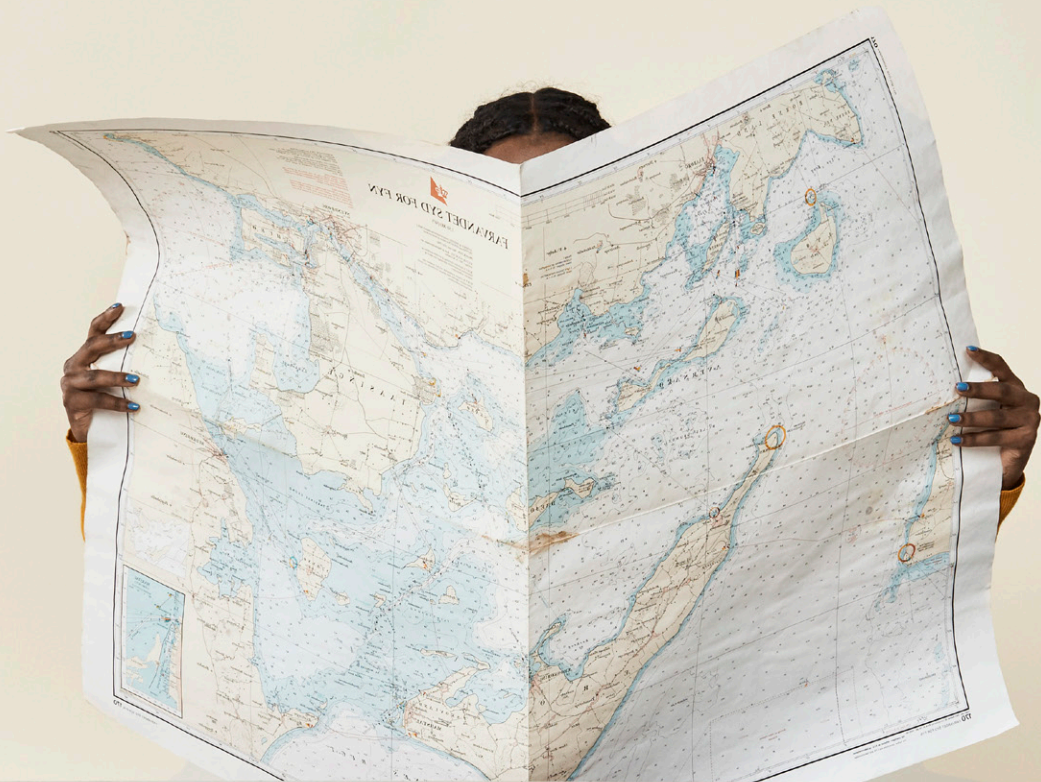
EXTRAORDINARY SPACES

BoConcept

BoConcept

LIVE EKSTRAORDINÆR

*Seeking Multi-Unit
franchise partners
around the world.*



CONTENTS

06	Danish Design since 1952
08	We are BoConcept
09	Global Footprint
10	Brand & Concept
12	Meet our Designers
14	Why join BoConcept?
17	Investment Opportunities
18	Business Model
20	Award-winning Franchisor

DANISH DESIGN SINCE 1952

Jens Ærthøj and Tage Mølholm began their furniture business in Herning in the hot summer of 1952.

Combining their traditional craftsmanship with Denmark's wave of late industrialisation, they pursued their ambition to introduce quality Danish furniture to a broader audience.

From a small firm to Denmark's most global furniture brand, with over 300 stores in more than 60 countries – and counting.



WE ARE BOCONCEPT

We create unique furniture that improves the new ways in which people live, work and play.

Through Danish creativity and craftsmanship, we elevate spaces with timeless iconic design that brings joy and inspiration.

Our products are renowned for their modularity, functionality and uncompromising quality - all expressed with effortless style.

We have been at the forefront of furniture design for 70 years, collaborating with the world's best designers to be timelessly on trend.

We strive to elevate life for everyone with Danish design, and this mission inspires our motto:

Live Ekstraordinær

Field and positioning	High-end Danish furniture
Established	1952
Franchise Concept	From 1993
Number of employees	450
Total number of stores	343
Brand stores	325
Studios	18
Number of markets	67
Headquarter	Herning, Denmark
Expansion plans	Seeking new multi-unit Franchise Partners and aiming to reach 600+ stores globally in 5 years

*Present in
67 countries*

● Distribution centre

● Factory [Ølgod, DK]

NORTH AMERICA

23 brand stores

EUROPE

169 brand stores

ASIA PACIFIC

90 brand stores



LATIN AMERICA

26 brand stores

MENA

17 brand stores

*Truly Global.
Always Local.*

BRAND & CONCEPT

BoConcept is a global brand with an outstanding reputation and demand worldwide.

AFFORDABLE PREMIUM

This is our market positioning - our commitment to open our brand up to a broader audience, whilst continuing to retain our aspirational positioning within the marketplace.

CUSTOMISABLE COLLECTIONS

Our contemporary furniture, lighting and accessories are based on Scandinavian design principles - a global trend that generates demand. They are conceived by some of the best designers in the business, including Morten Georgsen, Karim Rashid, Henrik Pedersen and nendo.

We offer a list of customisation options covering material, component, configuration, size and finish, and our Interior design service provides consumers with personalised advice and solutions that reflect their individuality.

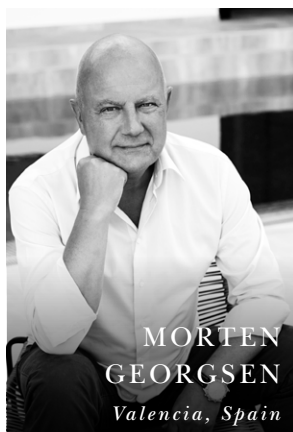


BoConcept stands for simplicity, craftsmanship, personality, elegant functionality and quality materials



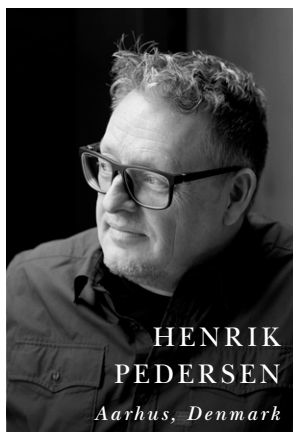
*We work with some
of the most respected
designers in Denmark
and further afield.*

They're all award-winning experts, as you would expect. But perhaps more important is our mutual interpretation of great design: elegant, well considered products that reflect our time and improve our lives.



MORTEN
GEORGENS

Valencia, Spain



HENRIK
PEDERSEN

Aarhus, Denmark



FRANS
SCHROFER

The Hague, Netherlands



ARDE

Herning, Denmark

MEET OUR
DESIGNERS



ANDERS
NØRGAARD

Aarhus, Denmark



KARIM
RASHID

New York, USA



BOCONCEPT
DESIGN STUDIO

Herning, Denmark



OKI SATO

Tokyo, Japan

WHY JOIN BOCONCEPT?

- Global brand, with an outstanding reputation and demand worldwide
- Low Investment/High EBITDA
- High ROI and transparent EXIT value
- Business concept with a quick generating cash flow model
- Exceptional training and support in all business areas (initial and ongoing)
- Unique “Interior Design Service” – powerful tool to differentiate and upsell
- Growing B2B sales channel – a very promising extra revenue business area



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INVESTMENT OPPORTUNITIES

BoConcept is searching globally for Multi-Unit Franchise Partners with the intention and financial capacity to invest in several stores within an agreed geographic area.

FRANCHISE PARTNER PROFILE

- Existing multi-unit franchise owners or entrepreneurs with multi-unit mindset
- Ability to build up an organization and commit to an ambitious store development plan
- Sales and business management skills and a willingness to lead, delegate and motivate
- Retail experience and interest for design can be a plus

FINANCIAL INFORMATION AND REQUIREMENTS

- The start-up investment level for each BoConcept store starts at 500.000 €, depending on size and location, which includes a Franchise Fee of 25.000 €.
- Ideal candidates should have Liquid Assets of at least 500.000 € and Net Worth exceeding 1,5 Million €, to be able to commit to an ambitious store development plan.



AWARD-WINNING FRANCHISOR

BoConcept offers an established, proven and attractive franchise model, thanks to over 25 years as a franchisor.

We won Luxury Lifestyle Awards 2022 (in the “Best Luxury Furniture and Homeware” category), for the third consecutive year, and a Global Franchise Awards in 2019 (“Best Lifestyle franchise” category).

A great reward for the continued efforts to build a passionate brand around the world and the best Franchise model for our Partners.



STUDIO 1 & 2BR
RENTALS

ONE SIXTY MADISON

STUDIO
RENTALS

BoConcept

3876



EXPERIENCE
TIMES SQUARE

SEE MORE AT
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BOCONCEPT

**Global
Franchise
AWARDS 2019**

CATEGORY WINNER
Best Lifestyle Franchise

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