

## Major shareholder announcements

Sparkle Roll Group Limited BVI ("Sparkle Roll Group") hereby announces that it had acquired further shares in Bang & Olufsen A/S ("the Company") in the market and accordingly had a position of 6,519,358 shares in the Company, each of a nominal value of DKK 10, equal to app. 15.1% of the share capital and voting rights in the Company.

However, notwithstanding the above Sparkle Roll Group has afterwards sold a part of its share in the Company to Sparkle Roll Holdings Limited BVI ("Sparkle Roll Holdings") and accordingly after this transaction, Sparkle Roll Holdings holds 6,517,831 shares in the Company, each of a nominal value of DKK 10, equal to app. 15.1% of the share capital and voting rights in the Company. Subsequent of the transfer Sparkle Roll Group holds 2,405,713 shares in the Company, each of a nominal value of DKK 10, equal to app. 5.6 % of the share capital and voting rights in the Company.

Sparkle Roll Group Limited and Sparkle Roll Holdings Limited are both limited liability companies owned 100% by Mr. Qi Jianhong. Subsequent of the transaction Mr. Qi Jianhong therefore indirectly holds in total 8,922,017 shares of a nominal value of DKK 10 each in the Company, corresponding to approximately 20.7 % of the total share capital and approximately 20.7 % of the total voting rights.

This announcement has been prepared jointly by Sparkle Roll Group and Sparkle Roll Holdings with respect to the transaction between the parties.