

IMPORTANT NOTICE IN RELATION TO COVID-19

Due to the COVID-19 pandemic and in consideration of the health and safety of all shareholders and Bang & Olufsen a/s' officers and other representatives as well as the Danish government's present ban on assemblies of more than 10 people, Bang & Olufsen a/s' Board of Directors urges all shareholders NOT to attend the Extraordinary General Meeting in person.

Instead shareholders are urged to vote either by submission by postal vote or by proxy and potentially follow the extraordinary general meeting electronically.

Admission card form for the extraordinary general meeting in Bang & Olufsen a/s on 3 June 2020 at 5:00 p.m. (CEST) at the offices of Gorrissen Fedespiel Advokatpartnerselskab, Axeltorv 2, DK-1609, Copenhagen V, Denmark.

Name and address: _____
Email/telephone number: _____
VP-account number: _____

This form must be returned to:
Computershare A/S
Lottenborgvej 26 D, 1. Sal
DK-2800 Kgs. Lyngby

NB! VP-account number MUST be indicated in order for us to identify you as a shareholder.

Request for admission card

Admission cards can be requested electronically on our shareholder portal via <https://investor.bang-olufsen.com> by logging on with your username and password or NemID. You can also complete and submit this form by mail or by email to gf@computershare.dk.

Please note that ordered admission cards will no longer be sent out by ordinary mail.

Admission cards ordered via the shareholder portal will be sent out electronically via email to the email address specified in the shareholder portal upon registration. The admission card must be presented at the extraordinary general meeting either electronically on a smartphone/tablet or in a printed version.

Admission cards that are requested by this form, can be collected at the entrance of the extraordinary general meeting against presentation of a valid ID.

Voting cards will be handed out at the extraordinary general meeting. Request for admission card must be submitted no later than Friday 29 May 2020 at 11.59 p.m. (CEST).

PLEASE TICK:

- I wish to be able to follow the extraordinary general meeting by electronic means (Please remember to fill out the Proxy/Postal vote form).
- I wish to attend the extraordinary general meeting in person and hereby request an admission card (Please consider in relation to the company's recommendation regarding the COVID-19 pandemic).
- I also wish to request an admission card for a companion/advisor.

Companion/advisor name (please use upper cases): _____

Date and signature

Please note that neither Bang & Olufsen a/s nor Computershare A/S can be held responsible for any delay in submitting the material.

PROXY OR POSTAL VOTE FORM

Proxy/Postal vote form for the extraordinary general meeting in Bang & Olufsen a/s on 3 June 2020 at 5:00 p.m. (CEST) at the offices of Gorrissen Fedespiel Advokatpartnerselskab, Axeltorv 2, DK-1609, Copenhagen V, Denmark.

Name and address: _____
Email/telephone number: _____
VP-account number: _____

This form must be returned to:

Computershare A/S
Lottenborgvej 26 D, 1. Sal
DK-2800 Kgs. Lyngby

NB! VP-account number MUST be indicated in order for us to identify you as a shareholder.

Nomination of proxy/postal vote

Nomination of proxy and postal vote can be done electronically on our shareholder portal via <https://investor.bang-olufsen.com> using your username and password or NemID to log on. You can also complete and submit this form by mail or by email to gf@computershare.dk. Nomination of proxy must be submitted no later than 29 May 2020 at 11:59 p.m. (CEST) and postal votes must be submitted no later than 2 June 2020 at 4:00 p.m. (CEST).

PLEASE TICK ONE BOX:

- I hereby give proxy to the chairman of the Board of Directors** of Bang & Olufsen a/s, or a substitute duly appointed by him, to vote on my/our behalf at the extraordinary general meeting, such votes to be cast in accordance with the recommendation by the Board of Directors as stated in the table below.
- I hereby give proxy to a third party** to vote on my/our behalf at the extraordinary general meeting.

Name and address of third party (please use upper cases)

Telephone number of third party

- I request admission card for an advisor to my proxy holder:

Name of advisor (please use upper cases)

Telephone number of advisor

- Proxy instructions:** In the table below, I have indicated how I wish the chairman of the Board of Directors to vote on my behalf at the extraordinary general meeting.
- Postal vote:** In the table below, I have indicated how I wish to vote at the extraordinary general meeting. Please note that postal votes cannot be withdrawn.

ITEMS ON THE AGENDA

Items on the agenda of the extraordinary general meeting on 3 June 2020 (shortened, please note that the complete agenda appears from the notice):	FOR	AGAINST	ABSTAIN	Recommendation by the Board
Proposals from the Board of Directors:				
1. Proposal to reduce the nominal value of the company's shares through a share capital reduction.....				For
2. Proposal to initiate a rights issue by increasing the company's share capital with pre-emptive subscription rights for existing shareholders.				For
3. Proposal to repeal the existing authorisations to issue new shares in Articles 4, section 4-7 of the Articles of Association.				For

If you do not indicate the type of proxy/voting by post, but otherwise properly completed the form, the form will be considered vote by post.

Proxy to vote and postal vote for the proposals stated above shall be deemed to include a vote for any terms and/or amendments in relation to such proposals supported by the Board of Directors, including the final terms of the share capital reduction and the share capital increase to be announced by the company prior to the extraordinary general meeting, as further described in the notice for the extraordinary general meeting.

Date and signature