

Reporting of Director's transaction in Bang & Olufsen shares

Bang & Olufsen A/S has received notification pursuant to article 19 of regulation (EU) no. 596/2014 of the below transaction related to shares in Bang & Olufsen A/S made by persons discharging managerial responsibilities in Bang & Olufsen A/S and/or persons closely related with them.

1		Details of the person discharging managerial responsibilities/their related persons
a)	Name	Anders Colding Friis
2		Reason for the notification
a)	Position/status	Director
b)	Initial notification/Amendment	Initial notification
3		Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor
a)	Name	Bang & Olufsen A/S
b)	LEI	52990018KGR3ILFDNJ20
4		Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted
a)	Description of the financial instrument, type of instrument / Identification code	Shares
b)	Nature of the transaction	Purchase of shares ISIN: DK0010218429

c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> </tr> </thead> <tbody> <tr> <td>DKK 128.0</td> <td>160</td> </tr> <tr> <td>DKK 128.4</td> <td>2,500</td> </tr> <tr> <td>DKK 128.4</td> <td>500</td> </tr> <tr> <td>DKK 128.2</td> <td>275</td> </tr> <tr> <td>DKK 128.0</td> <td>300</td> </tr> <tr> <td>DKK 127.8</td> <td>156</td> </tr> <tr> <td>DKK 127.8</td> <td>278</td> </tr> <tr> <td>DKK 128.4</td> <td>300</td> </tr> <tr> <td>DKK 128.4</td> <td>135</td> </tr> <tr> <td>DKK 128.4</td> <td>83</td> </tr> <tr> <td>DKK 128.4</td> <td>282</td> </tr> <tr> <td>DKK 128.4</td> <td>251</td> </tr> <tr> <td>DKK 128.4</td> <td>11</td> </tr> <tr> <td>DKK 128.4</td> <td>96</td> </tr> <tr> <td>DKK 128.4</td> <td>500</td> </tr> <tr> <td>DKK 128.4</td> <td>200</td> </tr> <tr> <td>DKK 128.4</td> <td>79</td> </tr> <tr> <td>DKK 128.4</td> <td>1,500</td> </tr> <tr> <td>DKK 128.4</td> <td>142</td> </tr> <tr> <td>DKK 128.6</td> <td>52</td> </tr> </tbody> </table>		Price	Volume	DKK 128.0	160	DKK 128.4	2,500	DKK 128.4	500	DKK 128.2	275	DKK 128.0	300	DKK 127.8	156	DKK 127.8	278	DKK 128.4	300	DKK 128.4	135	DKK 128.4	83	DKK 128.4	282	DKK 128.4	251	DKK 128.4	11	DKK 128.4	96	DKK 128.4	500	DKK 128.4	200	DKK 128.4	79	DKK 128.4	1,500	DKK 128.4	142	DKK 128.6	52
		Price	Volume																																										
		DKK 128.0	160																																										
		DKK 128.4	2,500																																										
		DKK 128.4	500																																										
		DKK 128.2	275																																										
		DKK 128.0	300																																										
		DKK 127.8	156																																										
		DKK 127.8	278																																										
		DKK 128.4	300																																										
		DKK 128.4	135																																										
		DKK 128.4	83																																										
		DKK 128.4	282																																										
		DKK 128.4	251																																										
		DKK 128.4	11																																										
		DKK 128.4	96																																										
		DKK 128.4	500																																										
DKK 128.4	200																																												
DKK 128.4	79																																												
DKK 128.4	1,500																																												
DKK 128.4	142																																												
DKK 128.6	52																																												
d)	Aggregated information/ Aggregated volume/Price	Volume: 7,800 Price: DKK 128.33730769																																											
e)	Date of the transaction	2018-10-10																																											
f)	Place of the transaction	Nasdaq Copenhagen, XCSE																																											

For further information, please contact: Sr. Director, Global Finance, Malene Richter Christensen, tel.: +45 29741609.