

Bang & Olufsen adapts its Executive Board to the new strategy

In connection with Bang & Olufsen's new five-year strategy, 'Leaner, Faster, Stronger', which was announced today, a detailed analysis of the Executive Board's composition and structure has been prepared.

As a consequence, Christian Winther, Executive Vice President, Sales and Marketing, will leave the company on 30 November, 2011.

"Our new ambitious strategy will be executed through a flatter organisation focused on the customers and dealers," said President & CEO Tue Manton. "On behalf of the company I would like to thank Christian for his considerable contribution during a difficult time for the company."

The new Sales & Marketing organisation is expected to be in place before the end of 2011.

Ole Andersen
Chairman

Tue Manton
President & CEO

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