

BANG & OLUFSEN A/S
24 MAY 2018

ANNOUNCEMENT NO. 17.17

Major shareholder announcement

In continuation of company announcement no. 17.16, Bang & Olufsen a/s has been notified that as a consequence of Sparkle Roll (Denmark) Limited's sale of shares in Bang & Olufsen a/s on 22 May 2018 Mr Qi Jianhong's holding of shares in Bang & Olufsen has also changed. Mr Qi Jianhong now, directly and indirectly, holds 16.19% (reduced from 16.38%) of the total shareholding and voting rights in Bang & Olufsen a/s of which Sparkle Roll (Denmark) Limited holds 14.9%.

Sparkle Roll (Denmark) Limited is 100% owned by Sparkle Roll Group Limited. Sparkle Roll Group Limited is 53.19% owned by Sparkle Roll Holdings Limited. Sparkle Roll Holdings Limited is 100% owned by Mr. Mr Qi Jianhong. Mr Qi Jianhong also owns 100% of the shares and voting rights in Sparkle Roll Tech Investments Limited which holds approx. 1.3% of the shares in Bang & Olufsen a/s.

For further information, please contact:
Claus Højmark Jensen, tel: +45 9684 1251