

## Sparkle Roll Group Limited confirms dialogue about potential bid.

Further to Bang & Olufsen a/s ("Bang & Olufsen") announcement no. 15.09, Sparkle Roll Group Limited ("Sparkle Roll") confirms dialogue about potential public offer for all shares in the company.

### **Mr. Qi Jianhong, Chairman of Sparkle Roll says**

*"Sparkle Roll has followed Bang & Olufsen since 2012 and we are enthusiastic about the company. We are excited about the products, its innovation power and the intrinsic value of the unique Danish brand recognised across the globe. We strongly believe that Bang & Olufsen would benefit from a different ownership structure than the present in order for the company to free up resources as well as accelerate growth and consolidation. As a result, we have explored the possibility of making a public offer for all shares in Bang & Olufsen.*

*However, while we continue working towards being in a position to make a public offer for all shares of Bang & Olufsen, several elements remain to be resolved. In any case, a condition for making an offer is that we are comfortable it will be possible for us to acquire all shares in Bang & Olufsen at a price we find reasonable, reflecting the potential of the company but also the significant uncertainty and the investments needed to ensure further development and growth".*

**ENDS**

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