

BANG & OLUFSEN A/S
24 MAY 2018

ANNOUNCEMENT NO. 17.16

Major shareholder announcement

Pursuant to Section 38 of the Consolidated Act No. 12 of 8 January 2018 on Capital Markets, Bang & Olufsen a/s hereby announces that the attached major shareholder announcement has been received from Sparkle Roll (Denmark) Limited.

Sparkle Roll (Denmark) Limited announces that it has sold shares in Bang & Olufsen a/s (the "Company") on 22 May 2018 and consequently holds approximately 14.9% of the shares and the voting rights in the Company.

Please see attached announcement.

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