

## Reporting of Manager'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.

<b>1 Details of the person discharging managerial responsibilities/their related persons</b>	
a) Name	John Mollanger
<b>2 Reason for the notification</b>	
a) Position/status	EVP, President Brand & Markets
b) Initial notification/Amendment	Initial notification
<b>3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a) Name	Bang & Olufsen A/S
b) LEI	52990018KGR3ILFDNJ20
<b>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</b>	
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)	Price (DKK)	Volume
		134.5	306
		134.5	306
		134.8	383
		134.8	150
		135	500
		134.8	100
		134.8	417
		135	43
		134.6	14
		135	4
		135	235
		135	300
		135	50
		135	11
		135	58
		135	300
		135	50
		135	1
		135	249
		135	247
		135	49
		135	46
		135	13
		135.4	153
		135.2	72
		135.4	199
		135	152
		134.8	71
		135	182
		135	157
		135	153
		135	108
		135	154
		135	153
		135	154
		134.8	258
		134.8	26
		134.4	31
		134.4	130
		134.8	147

		134.8	300
		134.8	53
		134.8	50
		134.8	381
		135	69
		135	87
		135	77
		135	75
		135	765
		135	11
		135	148
d)	Aggregated information/ Aggregated volume/Price	Price: 134.91 Volume: 8,148	
e)	Date of the transaction	30/10-2018	
f)	Place of the transaction	Nasdaq Copenhagen, XCSE	

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