

ANNOUNCEMENT OF INSIDERS TRADINGS

Pursuant to section 28(a) of the Danish Securities Trading Act Bang & Olufsen a/s report the transactions in Bang & Olufsen a/s shares of managerial staff and connected persons:

Tue Mantonì has, in accordance with his terms of employment, acquired shares in Bang & Olufsen at a value of 2 mio. DKK, and have obligated himself to keep ownership of said shares during his entire employment. The shares will be acquired from Bang & Olufsen, at a price calculated as the average trading price for the 5 trading days, preceding the announcement on the change of President, CEO.

Name:	Tue Mantonì
Reason:	President, CEO, of Bang & Olufsen a/s
Issuer:	Bang & Olufsen a/s
Identification code (ISIN):	DK0010218429
Transaction type:	Acquisition
Date:	13-04-2011
Market:	NASDAQ OMX Copenhagen A/S
Number:	29,167
Market value in DKK:	1,999,981.19

Additionally the following have acquired shares in the market;

Name:	Tue Mantonì
Reason:	President, CEO, of Bang & Olufsen a/s
Issuer:	Bang & Olufsen a/s
Identification code (ISIN):	DK0010218429
Transaction type:	Acquisition
Date:	13-04-2011
Market:	NASDAQ OMX Copenhagen A/S
Number:	26,300
Market value in DKK:	2,000,115

Name:	OGA Holding ApS
Reason:	Closely connected to Chairman of the Board of Directors Ole Gjessø Andersen
Issuer:	Bang & Olufsen a/s
Identification code (ISIN):	DK0010218429

Transaction type:	Acquisition
Date:	13-04-2011
Market:	NASDAQ OMX Copenhagen A/S
Number:	39,450
Market value in DKK:	3,000,172.50

and

Name:	Earlbrook Holdings Ltd. A/S
Reason:	Closely connected to Board Member Jesper Jarlbæk
Issuer:	Bang & Olufsen a/s
Identification code (ISIN):	DK0010218429
Transaction type:	Acquisition
Date:	13-04-2011
Market:	NASDAQ OMX Copenhagen A/S
Number:	1,500
Market value in DKK:	117,000