

Election of employee representatives to the Board of Directors

In continuation of the company announcement sent on the 10 June 2011, it is hereby announced that the draw has been effectuated and as a result hereof the third employee representative has been elected.

Elected was Per Frederiksen, who has been employed with Bang & Olufsen since 1994. Per Frederiksen has not previously been a member of the Board of Directors.

Immediately after the Ordinary General Meeting scheduled to be held on Friday the 23 September 2011 Per Frederiksen will replace Anette Revsgaard Sejbjerg, who will withdraw from the Board of Directors.

Kim Hyl Dahl Hansen
Director, Global Counsel

Applications to this announcement to be made to:

Director, Corporate Communications Tommy Jakobsen, tel: +45 9684 5100