

Announcement of managerial staff's etc. trading with company shares

This is a notification of changes in the shareholdings of the company's management employees, who are obligated to give and pass on notifications, pursuant to the Danish Securities Trading Act.

Bang & Olufsen a/s has been notified of the following transaction:

Name:	Mr. Jim Hagemann Snabe
Reason:	Member of the Board of Directors
Issuer:	Bang & Olufsen a/s
ISIN:	DK0010218429
Transaction type:	Acquisition
Date:	14-10-2011
Market:	NASDAQ OMX Copenhagen A/S
Number:	3,200
Price in DKK:	198,368.00

For further information, please contact:

Director, Global Counsel, Kim Hyldahl Hansen, tel: +45 9684 5167