

Reporting of Director'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.

1 Details of the person discharging managerial responsibilities/their related persons	
a) Name	Mads Nipper
2 Reason for the notification	
a) Position/status	Director
b) Initial notification/Amendment	Initial notification
3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a) Name	Bang & Olufsen A/S
b) LEI	52990018KGR3ILFDNJ20
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	
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: 122.94 Volume: 4,000
d) Aggregated information/ Aggregated volume/Price	N/A
e) Date of the transaction	10/10-2018
f) Place of the transaction	Nasdaq Copenhagen, XCSE

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