

Bang & Olufsen a/s expands the partnership with Sparkle Roll to include the opening and operation of B1 stores and dedicated B&O PLAY stores in China

Bang & Olufsen a/s has today signed an agreement with Hengzhunzixun (Beijing) Co., Ltd. (a joint venture between Sparkle Roll Group Limited (51 per cent owner) and Mr. Qi Jianhong (49 per cent owner)) regarding the operation of B1 stores in China. The agreement to open and operate B1 stores covers three cities (Chongqing, Wuhan and Wuxi) and could be expanded over time. In addition, Sparkle Roll has agreed to open and operate dedicated B&O PLAY stores across China.

Sparkle Roll expects to open 3 B1 stores and more than 50 dedicated B&O PLAY stores in the 2013 calendar year. The dedicated B&O PLAY stores will be smaller than traditional B1 stores and will be located in high-traffic locations e.g. shop-in-shops in luxury shopping malls or department stores. The dedicated B&O PLAY stores will offer the B&O PLAY assortment only. Key objectives of the B&O PLAY stores are to build awareness for the Bang & Olufsen brand and drive traffic to existing B1 stores.

The agreement does not affect Bang & Olufsen's expectations to the current financial year.

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