

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	Ivan Tong Kai Lap	
2		Reason for the notification	
a)	Position/status	Board member	
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	Volume
		57.5	104
		57.5	12
		57.5	608
		57.5	135
		57.5	54
		57.5	87

d)	Aggregated information/ Aggregated volume/Price	Price: 57.5 Volume: 1,000
e)	Date of the transaction	17 April 2019
f)	Place of the transaction	Nasdaq Copenhagen, XCSE

For further information, please contact:
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