

Reporting of Manager'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 | Anders Aakær Jensen |
| 2 Reason for the notification | |
| a) Position/status | CFO |
| 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 | N/A |
| 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) | Volume: 8,394 shares Price: DKK 550,898.22 |
| d) Aggregated information/ Aggregated volume Price | N/A |
| e) Date of the transaction | 2016-08-17 |
| f) Place of the transaction | Nasdaq Copenhagen |

For further information please contact:

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