

To: Bang & Olufsen A/S

Att.: Investor Relations

Major Shareholder Announcements

With reference to the joint announcement of 20 October 2016 regarding the conditional transaction between Sparkle Roll Holdings Limited BVI ("Sparkle Roll Holdings") and Sparkle Roll Group Limited ("Sparkle Roll Group") of, among others, Sparkle Roll Holdings' 6,519,358 shares in Bang & Olufsen A/S (the "Company") to Sparkle Roll Group (the "Transaction"), Sparkle Roll Group and Sparkle Roll Holdings hereby announce that while the Transaction as such continue to remain conditional, the 6,519,358 shares in the Company, each of a nominal value of DKK 10, equal to app. 15.09% of the share capital and voting rights in the Company, have been transferred to Sparkle Roll Group on 15 December 2016.

Following the transfer of the 6,519,358 shares in the Company, Mr. Qi Jianhong will, through another 100% owned company, Sparkle Roll Tech. Investments Limited (former Sparkle Roll Group BVI), continue to hold 2,404,186 shares in the Company, corresponding to app. 5.57% of the issued share capital in the Company.

Sparkle Roll Group's shares are traded on the Hong Kong Stock Exchange under stock code 970. Mr. Qi Jianhong and Sparkle Roll Holdings (which is 100% owned by Mr. Qi Jianhong) currently holds 28.96% of the issued shares and voting rights in Sparkle Roll Group and following completion of the Transaction, Mr. Qi Jianhong and Sparkle Roll Holdings will - together with persons acting in concert with any of them - hold an aggregate of 48.95% of the issued shares and voting rights in Sparkle Roll Group.

Mr. Qi Jianhong therefore (i) indirectly holds in total 2,404,186 shares of a nominal value of DKK 10 each in the Company, corresponding to approximately 5.57% of the total share capital and of the total voting rights of the Company and (ii) will, following completion of the Transaction, together with persons acting in concert, indirectly hold approximately 48.95% interest in Sparkle Roll Group which in turn holds 6,519,358 shares in the Company, corresponding to approximately 15.09% of the total share capital and of the total voting rights of the Company.

Mr. Ivan Tong, who is a board member of the Company, is also chairman and executive director of the board of directors of Sparkle Roll Group.

For additional information regarding the Transaction reference is made to a joint announcement which will be made by Sparkle Roll Group and Sparkle Roll Holdings on the Hong Kong Stock Exchange (www.hkex.com.hk) following completion of the Transaction.

Enquiries relating to this announcement can be made to Polly Chan of Sparkle Roll Group Limited at polly@hk970.com.

This announcement has been prepared jointly by Sparkle Roll Group and Sparkle Roll Holdings with respect to the Transaction between the parties

Sparkle Roll Group Limited

Sparkle Roll Holdings Limited.