

Bang & Olufsen a/s' CEO, CFO and COO participate in Matching Shares Programme

Reference is made to company announcement no. 14.09 in which it is stated that the general meeting of Bang & Olufsen a/s on 10 September 2014 passed a resolution to amend the company's "General guidelines concerning incentive-based remuneration".

According to the General guidelines concerning incentive-based remuneration, Bang & Olufsen a/s has entered into a Matching Shares Agreement with CEO Tue Mantoni, CFO Anders Aakær Jensen and COO Stefan Kenth Persson, respectively.

- Tue Mantoni participates in the Matching Shares Programme with 21,965 shares, which Tue Mantoni has transferred from his existing shareholding in the company
- Anders Aakær Jensen participates in the Matching Shares Programme with 7,200 shares, which Anders Aakær Jensen has acquired during the trading window following the publication of the company's interim financial report for Q1 2014/15
- Stefan Kenth Persson participates in the Matching Shares Programme with 3,000 shares, which Stefan Kenth Persson has acquired during the trading window following the publication of the company's interim financial report for Q1 2014/15

Each share under the Matching Shares Programme grants the participating members the right to receive 1-4 shares in the company (Matching Shares) provided that certain conditions have been fulfilled.

The theoretical market value of the members of the management's participation in the Matching Shares Programme has been estimated to a maximum amount of DKK 1,896,000.

The General guidelines concerning incentive-based remuneration are available at the company's website <http://www.bang-olufsen.com/en/investors/company-information>.

For further information, please contact:

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