

BANG & OLUFSEN A/S  
21 MARCH 2017

ANNOUNCEMENT NO. 16.18

## **Major shareholder announcement**

Pursuant to Section 29 of the Danish Securities Trading Act, Bang & Olufsen a/s hereby announces that the attached announcement has been received from Sparkle Roll Tech. Investments Limited.

Sparkle Roll Tech. Investments Limited has sold shares in Bang & Olufsen a/s. After the conclusion of such sale, Sparkle Roll Tech. Investments Limited will own approximately 4.99 per cent of the shares in Bang & Olufsen a/s while Mr. Qi Jianhong (who owns 100 per cent of the share capital in Sparkle Roll Tech. Investments Limited) indirectly will own app. 20.08 per cent of the shares in Bang & Olufsen a/s.

Please see attached announcement.

For further information, please contact:

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