

Announcement of managerial staffs etc. trading with company shares

This is a notification of changes in the shareholdings of the company's management employees, who are obligated to give and pass on notifications, pursuant to the Danish Securities Trading Act.

Bang & Olufsen a/s has been notified of the following transactions:

Name:	Ole Andersen
Reason:	Chairman
Issuer:	Bang & Olufsen a/s
ISIN:	DK0010218429
Transaction type:	Acquisition
Date:	15-10-2014
Market:	NASDAQ OMX Copenhagen A/S
Number:	4,400
Price in DKK:	195,360

For further information, please contact:

Investor Relations Manager, Claus Højmark Jensen, tel: +45 9684 1251