

Major shareholder announcement

Pursuant to Section 29 of the Danish Securities Trading Act, it is hereby informed that Sparkle Roll Group Limited BVI has informed Bang & Olufsen a/s ("Bang & Olufsen") that Sparkle Roll Group Limited BVI has entered an agreement to buy shares in Bang & Olufsen. After the completion of the transaction, Sparkle Roll Group Limited BVI will hold 5,665,192 shares, corresponding to approximately 13.1 per cent of the share capital in Bang & Olufsen.

Sparkle Roll Group limited BVI is 100 per cent owned by Mr. Qi Jianhong. Mr. Qi Jianhong already indirectly owns 5.6 per cent of the share capital in Bang & Olufsen, through his 100 per cent owned company Sparkle Roll Holdings Limited BVI. Subsequent to the completion of the transaction, Mr. Qi Jianhong therefore indirectly holds 8,069,78 shares, corresponding to 18.7% of the share capital in Bang & Olufsen a/s.

Please see attached announcement for further details.

For further information, please contact:

Claus Højmark Jensen, tel: +45 9684 1251