

Bang & Olufsen A/S
Peter Bangs Vej 15
DK-7600 Struer
Denmark
Att.: Global Counsel Kim Bo Hansen

30 September 2012

Notification of a Major Shareholding Pursuant to Section 29 of the Danish Securities Trading Act.

Following completion of the transactions described in Bang & Olufsen's announcement 12.10 regarding a capital increase in Bang & Olufsen, Sparkle Roll Holdings Limited holds 2,404,186 shares in Bang & Olufsen, equivalent to approximately 6,12 % of the total share capital and the voting rights in the company.

Best regards,



Henrik Rossing Lønberg
Attorney-at-law, LL.M., Partner