

BANG & OLUFSEN A/S
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ANNOUNCEMENT NO. 11.10
TRANSLATION

Bang & Olufsen postpones launch of new product category

Bang & Olufsen has previously communicated that the Group will launch a new category of products towards the end of 2011 aimed at attracting new customers to the brand.

To ensure sufficient launch quantities of the first new product in this new category of products, the Group has decided to postpone the launch to the beginning of 2012.

An increased focus on the speaker dock BeoSound 8, which has become Bang & Olufsen's fastest selling audio product ever with more than 50,000 units sold through the first 12 months, is expected to minimise the impact on 2011 Christmas sales.

The postponement does not affect Bang & Olufsen's expectations to the current financial year.

Tue Mantoni
President & CEO

Applications to this announcement to be made to:

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