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# INTRODUCTION TO NEW REPORTING STRUCTURE

FROM ...

BANG & OLUFSEN



## Reporting levels

	Revenue	Gross margin		Revenue	Gross margin
<b>Group</b>	✓	✓	<b>Sales channels</b>		
			- B1 & SIS	✓	
<b>Business units</b>			- TPR & eCom	✓	
- Bang & Olufsen	✓	✓	<b>Product categories</b>		
- B&O Play	✓	✓	- B&O Play	✓	
<b>Regional</b>			- Speakers	✓	
- Europe	✓		- Audio	✓	
- Greater China	✓		- TV	✓	
- North America	✓		- Other	✓	
- RoW	✓				

... TO

# BANG & OLUFSEN

- Effective 1 June 2018, the Group integrated its business units to operate under a single brand, Bang & Olufsen. Hence, the Group no longer reports on the basis of a business unit structure

## Reporting levels

	Revenue	Gross margin		Revenue	Gross margin
<b>Group</b>	✓	✓	<b>Sales channels</b>		
			- Monobrand	✓	
<b>Regional</b>			- Multibrand	✓	
- EMEA	✓	✓	- Own eCom	✓	
- Asia	✓	✓	- Other	✓	
- Americas	✓	✓	<b>Product categories</b>		
- Other	✓	✓	- Staged	✓	
			- Flexible	✓	
			- Living		
			- On-the-Go	✓	
			- Other		

EBIT per region will latest be reported at Q3 2018/19

## Revenue by Region

	2017/18			
	Q1	Q2	Q3	Q4
EMEA	307,9	558,0	450,2	420,9
Americas	58,0	97,6	66,0	75,6
ASIA	175,7	263,7	287,2	280,6
Other	50,4	79,7	61,5	52,5
<b>Total</b>	<b>591,9</b>	<b>999,0</b>	<b>864,9</b>	<b>829,6</b>

## Revenue by Product

	2017/18			
	Q1	Q2	Q3	Q4
Staged	250,1	411,8	335,4	350,1
Flexible living	77,9	124,1	105,3	88,4
On-the-go	216,4	397,1	336,0	327,2
Other	47,5	66,0	88,2	63,9
<b>Total</b>	<b>591,9</b>	<b>999,0</b>	<b>864,9</b>	<b>829,6</b>

## Revenue by Channel

	2017/18			
	Q1	Q2	Q3	Q4
Monobrand	329,8	572,0	551,3	492,2
Multibrand	177,5	316,9	212,3	242,1
Own eCom	6,9	12,0	10,1	7,4
Other	77,7	98,2	91,2	87,9
<b>Total</b>	<b>591,9</b>	<b>999,0</b>	<b>864,9</b>	<b>829,6</b>

### Notes:

This fact book is displaying historical figures for Q1-Q4 2017/18 only. The historical figures have been displayed in the new reporting format to enable comparison with new figures when reported. EBIT per region will latest be reported at Q3 2018/19.

The "Other" item in the segment reporting consists of the following:

Other in Revenue by Region:

Brand Partnering, ALU and various miscellaneous items

Other in Product category:

Brand Partnering, ALU and various miscellaneous items

Other in Channel:

Brand Partnering, ALU, Enterprise, B2B channel and various miscellaneous items

## Revenue by Region

	2017/18			
	3M	6M	9M	12M
EMEA	307,9	865,9	1.316,1	1.737,0
Americas	58,0	155,6	221,6	297,2
ASIA	175,7	439,4	726,6	1.007,2
Other	50,4	130,1	191,6	244,1
<b>Total</b>	<b>591,9</b>	<b>1.591,0</b>	<b>2.455,9</b>	<b>3.285,5</b>

## Revenue by Product

	2017/18			
	3M	6M	9M	12M
Staged	250,1	662,0	997,3	1.347,5
Flexible living	77,9	202,0	307,3	395,6
On-the-go	216,4	613,5	949,6	1.276,8
Other	47,5	113,5	201,7	265,6
<b>Total</b>	<b>591,9</b>	<b>1.591,0</b>	<b>2.455,9</b>	<b>3.285,5</b>

## Revenue by Channel

	2017/18			
	3M	6M	9M	12M
Monobrand	329,8	901,8	1.453,1	1.945,3
Multibrand	177,5	494,3	706,6	948,7
Own eCom	6,9	18,9	29,1	36,4
Other	77,7	175,9	267,1	355,0
<b>Total</b>	<b>591,9</b>	<b>1.591,0</b>	<b>2.455,9</b>	<b>3.285,5</b>

**Gross Margin by region**

	<b>2017/18</b>			
	Q1	Q2	Q3	Q4
EMEA	34,4%	37,5%	36,9%	35,5%
Americas	42,6%	34,3%	43,5%	52,7%
ASIA	37,1%	38,0%	37,6%	39,0%
Other	79,2%	87,2%	85,1%	83,7%
<b>Total</b>	<b>39,9%</b>	<b>41,2%</b>	<b>41,0%</b>	<b>41,2%</b>

*Notes:*

The "Other" item in the segment reporting consists of the following:

Other in Gross Margin by Region:

Brand Partnering, ALU and various miscellaneous items

**Gross Margin by region**

	<b>2017/18</b>			
	3M	6M	9M	12M
EMEA	34,4%	36,4%	36,6%	36,4%
Americas	42,6%	37,5%	39,4%	42,8%
ASIA	37,1%	37,8%	37,6%	37,8%
Other	79,2%	84,1%	84,4%	84,2%
<b>Total</b>	<b>39,9%</b>	<b>40,7%</b>	<b>40,8%</b>	<b>40,9%</b>