

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 that Sparkle Roll Group Limited BVI has acquired further shares in Bang & Olufsen a/s ("the Company") and accordingly, Sparkle Roll Group Limited BVI now holds 6,318,586 shares in the Company, each of a nominal value of DKK 10, equal to 14.6 per cent of the share capital and voting rights in the Company.

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 Sparkle Roll Group Limited BVI's acquisition of shares in Bang & Olufsen A/S Mr. Qi Jianhong therefore in total indirectly holds 8,722,772 shares of a nominal value of DKK 10 each, corresponding to approximately 20.2 per cent of the total share capital and of the total voting rights in the Company.

Please see attached announcement.

For further information, please contact:

Claus Højmark Jensen, tel: +45 9684 1251