

BANG & OLUFSEN A/S
18 JULY 2017

ANNOUNCEMENT NO. 17.05

Reporting of Director's transaction in Bang & Olufsen shares

Bang & Olufsen a/s has received notification pursuant to article 19 of regulation (EU) no. 596/2014 of the below transaction related to shares in Bang & Olufsen a/s made by persons discharging managerial responsibilities in Bang & Olufsen a/s and/or persons closely related with them.

1 Details of the person discharging managerial responsibilities/their related persons											
a) Name	Juha Christensen										
2 Reason for the notification											
a) Position/status	Board Member										
b) Initial notification/Amendment	Initial notification										
3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor											
a) Name	Bang & Olufsen a/s										
b) LEI	52990018KGR3ILFDNJ20										
4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted											
a) Description of the financial instrument, type of instrument / Identification code	Shares										
b) Nature of the transaction	Purchase of shares ISIN: DK0010218429										
c) Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>USD 17.4557</td> <td>3,000</td> </tr> <tr> <td>USD 17.4600</td> <td>2,500</td> </tr> <tr> <td>USD 17.4557</td> <td>500</td> </tr> <tr> <td></td> <td></td> </tr> </tbody> </table>	Price(s)	Volume(s)	USD 17.4557	3,000	USD 17.4600	2,500	USD 17.4557	500		
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USD 17.4557	3,000										
USD 17.4600	2,500										
USD 17.4557	500										
d) Aggregated information/ Aggregated volume/Price	Aggregated volume: 6,000 Aggregated price: USD 17.45749167										
e) Date of the transaction	2017-07-18										
f) Place of the transaction	Nasdaq Copenhagen, XCSE										

For further information please contact:
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