

Sparkle Roll Group Limited BVI acquires all shares held by Delta Lloyd in Bang & Olufsen A/S

Sparkle Roll Group Limited BVI ("Sparkle Roll") hereby announces that the company has agreed with Dutch financial institutions Delta Lloyd Europees Deelnemingen Fonds N.V and Delta Lloyd L SICAV (on behalf of the sub-fund Delta Lloyd L European Participation Fund) (jointly "Delta Lloyd") to acquire all 5,665,192 shares held by Delta Lloyd in Bang & Olufsen A/S. This acquisition will make Sparkle Roll Group Limited BVI the largest single shareholder in Bang & Olufsen A/S, holding 5,665,192 shares of a nominal value of DKK 10 each in Bang & Olufsen A/S, corresponding to app. 13.1% of the total share capital and voting rights.

The agreed price per share is DKK 85.

Mr. Qi Jianhong, Chairman and sole shareholder of Sparkle Roll Group Limited BVI said:

"Sparkle Roll is very pleased that Delta Lloyd has deemed our offer attractive, giving Sparkle Roll the opportunity to become the largest single shareholder in Bang & Olufsen A/S. We know Bang & Olufsen well and look forward to further deepen our collaboration with management and the board of directors to support their efforts on behalf of Bang & Olufsen.

We are very happy to become a major shareholder, and as communicated previously we may in the future seek to achieve a majority ownership of Bang & Olufsen A/S through a public offer for all shares in the company."

Delta Lloyd Asset Management commented:

"After a longstanding shareholding period Delta Lloyd Asset Management today divested its stake in Bang & Olufsen. We congratulate management and all staff with the significant strategic achievements over the last years and wish them all success for the future."

Sparkle Roll Group Limited BVI is a limited liability company owned 100 % by Mr. Qi Jianhong. Mr. Qi Jianhong already indirectly holds 5.6 % of the shares in Bang & Olufsen A/S through his 100 % owned company Sparkle Roll Holdings Limited BVI. Subsequent to Sparkle Roll Group Limited BVI's acquisition of the shares in Bang & Olufsen A/S Mr. Qi Jianhong therefore indirectly holds 8,069,378 shares of a nominal value of DKK 10 each in Bang & Olufsen A/S, corresponding to approximately 18.7 % of the total share capital and approximately 18.7 % of the total voting rights.

ENDS

Contact on behalf of Sparkle Roll Group Limited BVI

Media enquiries

Christian Groenning
KREAB

Phone: +45 27 63 07 55

E-mail: cgroenning@kreab.com

All other enquiries

Christian Blinkenberg
Danske Bank Corporate Finance

Phone: +45 21 56 13 66

E-mail: cblinkenberg@danskebank.com