

PROXY OR POSTAL VOTE FORM

Proxy/Postal vote form for the annual general meeting in Bang & Olufsen a/s on Thursday 19 August 2021 at 4:00 p.m. (CEST) at Bang & Olufsen a/s, Bang og Olufsen Allé 1, DK-7600 Struer, Denmark.

Name and address: _____

VP account number: _____

This form must be returned to:
Computershare A/S
Lottenborgvej 26 D, 1. sal
DK-2800 Kgs. Lyngby
Denmark
Email: gf@computershare.dk

NB! VP-account number MUST be indicated in order for us to identify you as a shareholder.

Nomination of proxy/postal vote

Nomination of proxy and postal vote can be done electronically on our shareholder portal via <https://investor.bang-olufsen.com> using your username and password or NemID to log on. You can also complete and submit this form by mail or by email to gf@computershare.dk. Nomination of proxy must be submitted no later than Friday 13 August 2021 at 11.59 p.m. (CEST) and postal votes must be submitted no later than Wednesday 18 August 2021 at 4:00 p.m. (CEST).

PLEASE TICK ONE BOX:

- I hereby give proxy to the chairman of the Board of Directors** of Bang & Olufsen a/s, or a substitute duly appointed by him, to vote on my/our behalf at the general meeting, such votes to be cast in accordance with the recommendation by the Board of Directors as stated in the table below.
- I hereby give proxy to a third party** to vote on my/our behalf at the general meeting.

Name and address of third party (please use upper cases)

- I request an admission card for an advisor to attend with my proxy holder:

Name of advisor to third party (please use upper cases)

- Proxy instructions:** In the table below, I have indicated how I wish the chairman of the Board of Directors to vote on my behalf at the general meeting.
- Postal vote:** In the table below, I have indicated how I wish to vote at the annual general meeting. Please note that postal votes cannot be withdrawn.

ITEMS ON THE AGENDA

Items on the agenda of the annual general meeting on 19 August 2021 (shortened, please note that the complete agenda appears from the notice):	FOR	AGAINST	ABSTAIN	Recommen- dation by the Board
1. The Board of Directors' report on the company's activities during the past year				
2. Presentation and adoption of the audited annual report for the financial year 2020/21, including a resolution to grant discharge to the Executive Management Board and the Board of Directors				For
3. Resolution as to the distribution of profit or the covering of loss, as the case may be, in accordance with the approved annual report				For
4. Presentation of the company's remuneration report for an advisory vote				For
5. Proposals from the Board of Directors:				
5.1 Approval of changes to remuneration policy regarding indemnification and remuneration for chairing board committees				For
5.2 Approval of the remuneration of the Board of Directors for 2021/22				For
5.3 Deletion of Article 4, section 4, of the articles of association				For
5.4 Renewal of authorisation to acquire treasury shares				For
5.5 Renewal of authorisations to increase the share capital				For
5.6 Authorisation in the articles of association to hold partly or fully electronic general meetings				For
5.7 Authorisation to the chair of the meeting				For
6. Election of members to the Board of Directors				
Re-election of Juha Christen Christensen				For
Re-election of Albert Bensoussan				For
Re-election of Jesper Jarlbæk				For
Re-election of Anders Colding Friis				For
Re-election of Tuula Ryttilä				For
Re-election of M. Claire Chung				For
7. Appointment of auditors				For
The Board of Directors proposes re-election of Ernst & Young P/S as auditors of the company.				For
8. Any other business				

If you do not indicate the type of proxy/postal vote, but otherwise properly completed the form, the form will be considered a postal vote. If the form is only dated and signed, it will be considered a proxy granted to the chairman of the Board of Directors (with a right to substitution) to vote in accordance with the Board of Directors' recommendations as stated above.

The proxy applies to all items discussed at the general meeting. In the event that new proposals are submitted, including amendments to items on the agenda, the proxy holder will vote on your behalf according to his/her best belief. Postal votes will be taken into account if a new proposal is substantially the same as the original.

The proxy/postal votes are valid for the shares I/we hold on the registration date, Thursday, 12 August 2021, calculated on the basis of entries in the company's share register and from notifications of ownership received by the company, but not yet inserted in the share register, cf. Article 7, section 3, of the articles of association.

Date and signature