

BANG & OLUFSEN A/S
22 MARCH 2016

ANNOUNCEMENT NO. 15.10

Announcement on behalf of Sparkle Roll Group Limited

On behalf of Sparkle Roll Group Limited, Bang & Olufsen a/s publishes the attached announcement.

The announcement should be seen in the context of Bang & Olufsen Company Announcements, dated 26 November 2015 and 18 March 2016.

For further information, please contact:

Investors: Claus Højmark Jensen, tel: +45 9684 1251