

Major shareholder announcement

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

Sparkle Roll Group Limited BVI is a limited liability company owned 100% by Mr. Qi Jianhong. Mr. Qi Jianhong indirectly holds an additional 5.6% of the shares in the Company through his 100% 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 in the Company, corresponding to approximately 20.2% of the total share capital and approximately 20.2% of the total voting rights.