

16th of January 2007

To the Copenhagen Stock Exchange



BeoCom 2
2001

This is a notification of changes in the shareholdings of the company's management employees, who are obligated to give and pass on notifications, pursuant to the Danish Securities Trading Act.

Bang & Olufsen a/s has been notified of the following transactions:

Name	Peter Thostrup
Reason	Executive Vice President in compliance with article 28a (2.1.) of the Danish Securities Trading Act
Issuer	Bang & Olufsen a/s
ISIN	DK0010218429
Designation	Shares
Nature of Transaction	Purchase (Execution of options)
Trading Date	15 th of January 2007
Market	Copenhagen Stock Exchange
Number	2.000
Market price (DKK)	720.000

Name	Peter Thostrup
Reason	Executive Vice President in compliance with article 28a (2.1.) of the Danish Securities Trading Act
Issuer	Bang & Olufsen a/s
ISIN	DK0010218429
Designation	Shares
Nature of Transaction	Sale
Trading Date	15 th of January 2007
Market	Copenhagen Stock Exchange
Number	2.000
Market price (DKK)	1.462.000

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