

11th of October 2007



BeoCom 2
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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 (Grant of employee shares)
Trading Date	11 th of October 2007
Market	OMX Nordic Exchange Copenhagen A/S
Number	12
Market price (DKK)	7.620

Name	Peter Eckhardt
Reason	Director, Product and Business Development, in compliance with article 28a (2.2.) of the Danish Securities Trading Act.
Issuer	Bang & Olufsen a/s
ISIN	DK0010218429
Designation	Shares
Nature of Transaction	Purchase (Grant of employee shares)
Trading Date	11 th of October 2007
Market	OMX Nordic Exchange Copenhagen A/S
Number	12
Market price (DKK)	7.620

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