Bang & Olufsen a/s Announcement no. 16.11 10 October 2016 Translation

Senior Vice President for B&O PLAY Henrik Taudorf Lorensen leaves Bang & Olufsen a/s

Bang & Olufsen a/s today announces that Senior Vice President for B&O PLAY, Henrik Taudorf Lorensen will leave the company by end of November 2016 to take up a position outside of the company.

CEO Henrik Clausen says: "I would like to thank Henrik for his significant contributions to building B&O PLAY into a DKK 1 billion turnover, successful business. B&O PLAY is today an important part of the overall Bang & Olufsen business. Henrik Taudorf Lorensen leaves a solid foundation and a business which is now ready to expand even further. I wish him every success in the future."

A search for a successor has been initiated.

Henrik Clausen President and CEO

For further details, please contact:

Investor Relations; Claus Højmark Jensen, +45 9684 1251 Press; Morten Juhl Madsen, +45 9684 5035