

Major shareholder announcement

Mr. Qi Jianhong hereby announces that he now indirectly holds below 20 % (app. 19.95 %) of the share capital and voting rights in in Bang & Olufsen A/S (the "Company") following a sale of shares by Sparkle Roll Tech. Investments Limited.

Sparkle Roll Tech. Investments Limited is 100% owned company by Mr. Qi Jianhong. Mr. Qi Jianhong also owns 100 % of the share capital of Sparkle Roll Holdings Limited BVI which holds app. 56.22 % of the shares in the Hong Kong Listed company Sparkle Roll Group Limited ("Sparkle Roll Group"). Sparkle Roll Group holds app. 15.09 % of the share capital and voting rights in the Company.