

Major shareholder announcement

Pursuant to Section 29 of the Danish Securities Trading Act, Bang & Olufsen a/s hereby announces that the attached announcement has been received from Mr. Qi Jianhong.

Mr. Qi Jianhong 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 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.

Please see attached announcement.

For further information, please contact:

Claus Højmark Jensen, tel: +45 9684 1251