

## Reporting of Director's transactions in Bang & Olufsen shares

Bang & Olufsen A/S has received notification pursuant to article 19 of regulation (EU) no. 596/2014 of the below transactions related to shares in Bang & Olufsen A/S made by persons discharging managerial responsibilities in Bang & Olufsen A/S and/or persons closely related with them.

| 1  |   | Details of the person discharging managerial responsibilities/person closely associated   |                  |
|----|---|---|------------------|
| a) | Name  | Jesper Jarlbæk  |                  |
| 2  |   | Reason for the notification   |                  |
| a) | Position/status   | Member of the Board of Directors  |                  |
| b) | Initial notification/amendment  | Initial notification  |                  |
| 3  |   | Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor   |                  |
| a) | Name  | Bang & Olufsen A/S  |                  |
| b) | LEI   | 52990018KGR3ILFDNJ20  |                  |
| 4  |   | Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted |                  |
| a) | Description of the financial instrument, type of instrument / Identification code | Shares, ISIN DK0010218429   |                  |
| b) | Nature of the transaction   | Purchase of shares  |                  |
| c) | Price(s) and volume(s)  | <b>Price(s)</b>   | <b>Volume(s)</b> |
|    |   | 24.38   | 6,872            |
| d) | Aggregated information  |   |                  |
|    | - Aggregated volume   | 6,872 shares  |                  |
|    | - Price   | DKK 24.38   |                  |
| e) | Date of the transaction   | 2022-01-14  |                  |
| f) | Place of the transaction  | XCSE  |                  |

For further information, please contact: Director, Investor Relations, Martin Raasch Egenhardt, phone: +45 53 70 74 39.