

Reporting of Manager's transaction in Bang & Olufsen shares

Bang & Olufsen A/S has received notification pursuant to article 19 of regulation (EU) no. 596/2014 of the below transaction 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/their related persons																									
a) Name	Jaan Kristian Teär																								
2 Reason for the notification																									
a) Position/status	CEO																								
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																								
b) Nature of the transaction	Purchase of shares ISIN: DK0010218429																								
c) Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> </tr> </thead> <tbody> <tr> <td>37.60</td> <td>491</td> </tr> <tr> <td>37.60</td> <td>500</td> </tr> <tr> <td>37.60</td> <td>787</td> </tr> <tr> <td>37.60</td> <td>1,000</td> </tr> <tr> <td>37.60</td> <td>1,000</td> </tr> <tr> <td>37.60</td> <td>35</td> </tr> <tr> <td>37.60</td> <td>1,213</td> </tr> <tr> <td>37.60</td> <td>1,000</td> </tr> <tr> <td>37.60</td> <td>600</td> </tr> <tr> <td>37.60</td> <td>1,000</td> </tr> <tr> <td>37.60</td> <td>727</td> </tr> </tbody> </table>	Price	Volume	37.60	491	37.60	500	37.60	787	37.60	1,000	37.60	1,000	37.60	35	37.60	1,213	37.60	1,000	37.60	600	37.60	1,000	37.60	727
Price	Volume																								
37.60	491																								
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37.60	600																								
37.60	1,000																								
37.60	727																								

	37.60	177
	37.60	500
	37.60	500
	37.60	2,000
	37.60	100
	37.60	200
	37.60	1,500
	37.60	170
	37.60	129
	37.60	730
	37.60	700
	37.60	5,213
	37.60	500
	37.60	700
	37.60	1,619
	37.40	116
	37.40	258
	37.06	374
	37.19	500
	37.30	234
	37.30	141
	37.30	93
	37.30	61
	37.30	234
	37.30	436
	37.34	1,892
	37.30	108
	36.88	199
	36.74	210
	36.86	316
	36.62	127
	36.62	83
	36.60	211
	36.74	211
	36.80	2,884
	36.14	15
	36.40	586
	36.48	192
	36.48	200

	36.48	1,053
	36.48	330
	36.50	1,182
	36.26	566
	36.26	200
	36.26	31
	36.26	25
	36.26	366
	36.26	249
	36.26	200
	36.26	200
	36.26	15
	36.24	248
	36.34	100
	36.20	278
	36.14	280
	36.14	3
	36.00	175
	36.24	100
	36.12	3,586
	36.00	10
	36.00	2,910
	36.00	147
	36.00	72
	36.00	545
	36.00	24
	36.00	119
	35.78	283
	35.77	414
	35.64	283
	35.92	91
	35.50	144
	35.96	350
	35.92	165
	35.92	233
	35.86	572
	35.94	97
	35.94	149
	35.96	299

		36.96	53
		36.04	130
		36.06	340
		36.10	193
		36.10	98
		35.84	136
		35.82	12
		35.82	43
		35.92	193
		35.92	159
		35.76	381
		35.68	200
		35.68	175
		35.62	200
		35.60	190
		35.62	14
		36.32	281
		36.32	1,156
		36.32	1,094
		36.58	587
		36.64	407
		36.78	100
		36.78	256
		36.80	36
		36.88	210
		36.80	200
		36.80	5
		36.60	41
		36.60	62
		36.60	16
		36.60	131
		36.72	35
d)	Aggregated information/ Aggregated volume/Price	Price: 36.89635 Volume: 56,000	
e)	Date of the transaction	8 October 2019	
f)	Place of the transaction	XCSE, TRQM, TQU, AQXE, CHX, XPAC	

For further information, please contact: Director, Investor Relations, Martin Raasch Egenhardt, phone: +45 5370 7439.