

Reporting of Manager'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	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, ISIN DK0010218429	
b)	Nature of the transaction	Purchase of shares	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		30.50	2,000
		30.04	2,000
		30.30	3,000
		29.80	3,000
		30.20	2,000
		30.14	2,000
		29.80	3,000
29.90	3,000		
d)	Aggregated information		
	- Aggregated volume	20,000 shares	
	- Price	DKK 30.058	
e)	Date of the transaction	2021-10-07	
f)	Place of the transaction	XCSE	

BANG & OLUFSEN A/S
7 OCTOBER 2021

ANNOUNCEMENT NO. 21.10
TRANSLATION

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