

Notification of transactions by persons discharging managerial responsibilities

As part of the implementation of Bang & Olufsen A/S' long-term share-based incentive programs certain members of management have acquired shares in Bang & Olufsen A/S vested under the programs. In that connection, 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 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	Line Køhler Ljungdahl				
2 Reason for the notification						
a)	Position/status	EVP, Chief Corporate Commercial Officer				
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)						
a)	Description of the financial instrument, type of instrument Identification code	Shares, ISIN-code DK0010218429				
b)	Nature of the transaction	Transaction pursuant to the company's long-term share-based incentive programs.				
c)	Price(s) and volume(s)	<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>DKK 0.05 per share</td><td>85,098 shares</td></tr></table>	Price(s)	Volume(s)	DKK 0.05 per share	85,098 shares
		Price(s)	Volume(s)			
DKK 0.05 per share	85,098 shares					
d)	Aggregated information <ul style="list-style-type: none">- Aggregated volume- Price	N/A				
e)	Date of the transaction	2025-09-04 6:02 am UCT (8:02 am CEST)				
f)	Place of the transaction	Outside the trading venue				

For further information, please contact: Sr. Director, Strategy & Investor Relations, Cristina Rønde Hefting, phone: +45 4153 7303.