

## 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	Tuula Ryttilä	
2		Reason for the notification	
a)	Position/status	Board member	
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>
		12.55	631
		12.57	1,717
		12.53	267
		12.57	103
		12.55	57
		12.55	57
		12.55	363
		12.55	58
		12.55	76
		12.55	76
		12.55	148
		12.55	232
		12.54	232
		12.55	2,000
		12.55	1,000
12.54	1,047		
12.54	1,250		
12.54	632		
12.53	292		
12.52	103		

		12.53	397
		12.53	1,250
		12.53	1,250
		12.53	632
		12.52	1,400
		12.52	687
		12.52	632
		12.52	550
		12.52	750
		12.52	1,250
		12.49	444
		12.45	297
		12.5	27
		12.5	700
		12.47	214
		12.47	634
		12.47	399
		12.47	114
		12.46	562
		12.53	484
		12.52	550
		12.52	633
		12.5	103
d)	Aggregated information - Aggregated volume - Price	24,300 shares DKK 304,424.40	
e)	Date of the transaction	2020-07-09 13.53 UTC	
f)	Place of the transaction	XCSE UBSY CHIX AQXE TRQX	

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