

## 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.

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>									
a)	Name	Kristian Teär								
<b>2</b>	<b>Reason for the notification</b>									
a)	Position/status	CEO								
b)	Initial notification/amendment	Initial notification								
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>									
a)	Name	Bang & Olufsen A/S								
b)	LEI	52990018KGR3ILFDNJ20								
<b>4</b>	<b>Details of the transaction(s)</b>									
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 border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>DKK 0.05 per share</td> <td>306,004 shares</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 0.05 per share	306,004 shares				
		Price(s)	Volume(s)							
		DKK 0.05 per share	306,004 shares							
d)	Aggregated information - Aggregated volume - Price	N/A								
e)	Date of the transaction	2023-08-23 12:14 pm UCT (14:14 pm CEST)								
f)	Place of the transaction	Outside the trading venue								

BANG & OLUFSEN A/S  
23 AUGUST 2023

ANNOUNCEMENT NO. 23.05

For more information, please contact:

Cristina Rønde Hefting  
Investor Relations  
Phone: +45 4153 7303

Jens Gamborg  
Global sustainability and Communications  
Phone: +45 2496 9371