

## MAJOR SHAREHOLDER ANNOUNCEMENT

In continuation of the announcement and completion of the private placement as per company announcement no. 24.19, Bang & Olufsen A/S ("B&O" or the "Company") has received notice of the following:

- Arbejdsmarkedets Tillægspension ("ATP") subscribed for shares in the private placement and, as a result of dilution, now holds less than 10 per cent of the total number of shares and voting rights in B&O.

For more information, please contact:

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