BANG & OLUFSEN A/S 24 JUNE 2024

ANNOUNCEMENT NO. 24.01 TRANSLATION

MAJOR SHAREHOLDER ANNOUNCEMENT

Bang & Olufsen A/S has pursuant to the Danish Capital Markets Act received a major shareholder announcement from UBS Group AG which states that, UBS Group AG's holding of shares and voting rights according to section 38 of the Danish Capital Markets Act, and other financial instruments according to section 39(2) of the Danish Capital Markets Act, as per 17 June 2024 is above 5 per cent of the total number of shares and voting rights in Bang & Olufsen A/S.

As per 17 June 2024, UBS Group AG holds 6,155,028 shares and voting rights in Bang & Olufsen A/S corresponding to 5.01 per cent of the total number of shares and voting rights.

For further information, please contact: Head of Investor Relations, Cristina Rønde Hefting, phone: +45 4153 7303