

Reporting of Manager's transaction in Bang & Olufsen shares

Bang & Olufsen A/S has received notification pursuant to article 19 of regulation (EU) no. 596/2014 of the below transaction 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/their related persons	
a) Name	John Mollanger
2 Reason for the notification	
a) Position/status	EVP, President Brand & Markets
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
b) Nature of the transaction	Purchase of shares ISIN: DK0010218429

c)	Price(s) and volume(s)	Price	Volume
		45.38	230
		45.40	487
		45.38	362
		45.42	310
		45.42	200
		45.42	168
		45.44	350
		45.64	676
		45.64	485
		45.10	2,118
		45.60	39
		45.10	200
		45.56	51
		45.58	357
		45.58	305
		45.58	210
		45.58	240
		45.58	350
		45.60	140
		45.58	287
		45.32	168
		45.30	79
		45.78	390
		45.78	220
		45.76	81
		45.76	25

		45.80	950
		45.76	162
		45.76	575
		45.58	126
		45.58	200
		45.50	245
		45.50	169
		45.52	1,900
		45.52	200
		45.50	211
		45.50	13
		45.50	13
		45.50	232
		45.50	12
		45.50	19
		45.50	91
		45.50	109
		45.50	196
		45.50	13
		45.50	246
		45.50	12
		45.44	196
		45.80	1,900
		45.80	100
		45.48	43
		45.42	53
		45.42	200

		45.42	447
		45.44	200
		45.60	160
		45.60	519
		45.62	300
		45.62	100
		45.62	1,065
		45.62	100
		45.62	180
d)	Aggregated information/ Aggregated volume/Price	Price: 45.53512459 Volume: 19,785	
e)	Date of the transaction	12 July 2019	
f)	Place of the transaction	Nasdaq Copenhagen, XCSE	

For further information, please contact:

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