

## Reporting of Director'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	Carolin Oelschlegel				
2 Reason for the notification					
a) Position/status	Related Person to Chairman Juha Christen Christensen				
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)	<table border="1"> <thead> <tr> <th>Price</th> <th>Volume</th> </tr> </thead> <tbody> <tr> <td>EUR 4.60</td> <td>100,000</td> </tr> </tbody> </table>	Price	Volume	EUR 4.60	100,000
	Price	Volume			
EUR 4.60	100,000				
d) Aggregated information/ Aggregated volume/Price	Price: EUR 460,000 Volume: 100,000				
e) Date of the transaction	12.07.2021				
f) Place of the transaction	Munich Stock Exchange, XMUN				

For further information, please contact:  
Director, Investor Relations, Martin Raasch Egenhardt, phone: +45 5370 7439