

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	Snorre Kjesbu
2	Reason for the notification	
a)	Position/status	EVP, Product Creation & Fulfillment
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.i	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
		43.88	17
		43.78	389
		43.94	199
		43.80	322
		43.86	199
		43.76	318
		43.86	199
		43.82	265
		43.86	200
		43.86	67
		43.86	156
		43.96	186
		44.00	209
		44.30	200
		44.18	199
		44.20	285
		44.10	348
		44.10	200
		44.12	255
		44.12	123
		44.26	199
		44.26	25
		44.26	174
		44.28	2
		44.28	46
		44.28	152

	44.30	2
	44.30	103
	44.30	62
	44.30	32
	44.32	103
	44.32	62
	44.32	35
	44.30	169
	44.30	278
	44.36	199
	44.20	258
	44.32	3
	44.32	196
	44.40	199
	44.40	31
	44.40	168
	44.40	321
	44.40	23
	44.40	371
	44.36	2
	44.36	197
	44.36	200
	44.36	200
	44.36	201
	44.28	548
	44.28	232
	44.26	139

		44.26	70
		44.20	90
		44.32	218
		44.40	275
		44.40	256
		44.40	300
		44.40	85
		44.34	71
		44.34	100
		44.34	129
		44.34	236
		44.28	334
		44.26	474
		44.26	565
		44.12	401
		44.08	567
		44.06	114
		44.26	127
		44.26	347
		44.26	77
		44.26	1,963
		44.26	134
d)	Aggregated information/ Aggregated volume/Price	Price: 44.20 Volume: 16,201	
e)	Date of the transaction	24 July 2019	
f)	Place of the transaction	Nasdaq Copenhagen, XCSE	

4.ii	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)	Pris	Mængde
		44.24	21
		44.24	60
		44.40	182
		44.08	98
		44.24	98
		44.20	161
		44.14	169
		44.14	27
		44.14	127
		44.14	22
		44.02	159
		44.04	17
		44.04	101
		43.82	112
		44.32	97
		44.14	12
		44.14	12
		44.14	12
		44.14	13
		44.10	85
		44.10	14
		44.10	12
		44.10	14
		44.16	94
		44.00	77
		44.00	60

		44.12	138
		44.18	94
		44.16	94
		44.00	107
		44.16	125
		44.08	2
		44.08	99
		44.12	94
		44.08	109
		44.02	17
		44.02	57
		44.02	27
		44.06	106
		44.24	55
		44.24	46
		44.24	46
		44.26	127
		44.30	13
		44.34	139
		44.48	400
		44.48	48
d)	Aggregated information/ Aggregated volume/Price	Price: 44.18 Volume: 3,799	
e)	Date of the transaction	25 July 2019	
f)	Place of the transaction	Nasdaq Copenhagen, XCSE	

For further information, please contact:
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