

Notification of transactions by persons discharging managerial responsibilities

As part of the implementation of Bang & Olufsen A/S' long-term share-based incentive programs certain members of management have acquired shares in Bang & Olufsen A/S vested under the programs. In that connection, Bang & Olufsen A/S has received notification pursuant to article 19 of regulation (EU) no. 596/2014 of the below transactions related to shares in Bang & Olufsen 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/person closely associated | | | |
|---|--|---|----------------|
| a) | Name | Kristian Teär | |
| 2 Reason for the notification | | | |
| a) | Position/status | CEO | |
| 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) | | | |
| a) | Description of the financial instrument, type of instrument Identification code | Shares, ISIN-code DK0010218429 | |
| b) | Nature of the transaction | Transaction pursuant to the company's long-term share-based incentive programs. | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | DKK 0.05 per share | 291,957 shares |
| d) | Aggregated information <div>- Aggregated volume</div> <div>- Price</div> | N/A | |
| e) | Date of the transaction | 2025-09-04 6:41 am UCT (8:41 am CEST) | |
| f) | Place of the transaction | Outside the trading venue | |

For further information, please contact: Sr. Director, Strategy & Investor Relations, Cristina Rønde Hefting, phone: +45 4153 7303.