

## 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.

<b>1</b>		<b>Details of the person discharging managerial responsibilities/their related persons</b>
a)	Name	Albert Bensoussan
<b>2</b>		<b>Reason for the notification</b>
a)	Position/status	Board member
b)	Initial notification/Amendment	Initial notification
<b>3</b>		<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>
a)	Name	Bang & Olufsen A/S
b)	LEI	52990018KGR3ILFDNJ20
<b>4</b>		<b>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</b>
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: DKK 19.99 Volume: 5,000
d)	Aggregated information/ Aggregated volume/Price	Price: DKK 99,950 Volume: 5,000
e)	Date of the transaction	15 October 2020
f)	Place of the transaction	Nasdaq Copenhagen, XCSE

For further information, please contact:

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