

Announcement of managerial staffs etc. trading with company shares

This is a notification of changes in the shareholdings of the company's management employees, who are obligated to give and pass on notifications, pursuant to the Danish Securities Trading Act.

Bang & Olufsen a/s has been notified of the following transactions:

Name:	Jim Hagemann Snabe
Reason:	Vice Chairman
Issuer:	Bang & Olufsen a/s
ISIN:	DK0010218429
Transaction type:	Acquisition
Date:	09-01-2013
Market:	NASDAQ OMX Copenhagen A/S
Number:	1,600
Price in DKK:	100,000

Name:	Tue Mantoni
Reason:	CEO
Issuer:	Bang & Olufsen a/s
ISIN:	DK0010218429
Transaction type:	Acquisition
Date:	09-01-2013
Market:	NASDAQ OMX Copenhagen A/S
Number:	7,800
Price in DKK:	502,176

BANG & OLUFSEN A/S
9 JANUARY 2013

ANNOUNCEMENT No. 12.19

Name:	Henning Bejer Beck
Reason:	Executive Vice President, CFO
Issuer:	Bang & Olufsen a/s
ISIN:	DK0010218429
Transaction type:	Acquisition
Date:	09-01-2013
Market:	NASDAQ OMX Copenhagen A/S
Number:	5,440
Price in DKK:	348,160

For further information, please contact:

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