

Major shareholder announcement

Pursuant to section 29 of the Danish Securities Trading Act, it is hereby announced that Sparkle Roll Holdings Limited BVI ("Sparkle Roll") has informed Bang & Olufsen a/s ("Bang & Olufsen"), that Sparkle Roll has transferred their shares in Bang & Olufsen to Sparkle Roll Group Limited. Sparkle Roll Group Limited hereafter owns 6,519,358 shares corresponding to 15.09 per cent of the total share capital in Bang & Olufsen.

Mr. Qi Jianhong will hereafter, through another 100 per cent owned company, Sparkle Roll Tech. Investments Limited (former Sparkle Roll Group BVI), indirectly hold 2,404,186 shares in Bang & Olufsen, corresponding to app. 5.57 per cent of the issued share capital in Bang & Olufsen and will also indirectly hold approximately 48.95 per cent interest in Sparkle Roll Group which in turn holds 6,519,358 shares in Bang & Olufsen, corresponding to approximately 15.09 per cent of the total share capital in Bang & Olufsen.

Please see attached announcement for further details.

For further information, please contact:

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