PROXY-/POSTAL VOTING FORM

for Bang & Olufsen a/s's Annual General Meeting on Friday, 23 September 2011 at 4:00 pm.

Name:
Address:
Postcode and city:
Country:
VP reference:

hereby grants proxy or postal vote in accordance with the following:

Please tick box A), B), C) or D):

A) ☐ Proxy rights are assigned to the named third party: _____

Please provide the proxy's name and address (USING CAPITAL LETTERS)

or

B) ☐ Proxy rights are given to the Board of Directors (or to order) to vote in accordance with the Board of Directors' recommendations as stated in the list below:

or

C) ☐ Proxy rights as indicated by the box ticked, is given to the Board of Directors (or to order) to vote in accordance with the boxes ticked below: Please tick the box "FOR", "AGAINST" or "ABSTAIN" to indicate how the votes shall be cast. If no box is ticked in relation to an item, the proxy right will in relation to this item be considered to be given to vote in accordance with the recommendation of the Board of Directors as stated in the list below.

or

D) ☐ Postal vote. By ticking the boxes "FOR", "AGAINST" or "ABSTAIN" below, the postal vote can be made individual. If no box is ticked in relation to an item, the postal vote will in relation to this item be considered to be cast in accordance with the recommendation of the Board of Directors as stated in the list below. Please note that postal votes cast cannot be withdrawn.

Agenda items		**FOR**	**AGAINST**	**ABSTAIN**	**Board's recommendation**
2.	Approval of audited annual accounts, including resolution re. discharge	☐	☐	☐	FOR
3.	Proposal from Board of Directors re.:				
	3.1. Payment of dividend	☐		☐	FOR
	3.2. Proposal for remuneration policy	☐	☐	☐	FOR
	3.3. Proposal for revised proxy to the Board of Directors	☐	☐	☐	FOR
4.	Proposals from shareholder reg. discount on purchases in B1 shops	☐	☐	☐	AGAINST
5.	Election of members of the Board of Directors				
	5.1. Peter Skak Olufsen.	☐		☐	FOR
	5.2. Rolf Eriksen.	☐		☐	FOR
	5.3. Ole Andersen	☐		☐	FOR
	5.4. Jesper Jarlbæk.	☐		☐	FOR
	5.5. Alberto Torres.	☐		☐	FOR
	5.6. Jim Hagemann Snabe	☐		☐	FOR
6.	Election of auditors	☐		☐	FOR

If the proxy/postal vote is only dated and signed, but not otherwise fully or partially completed, this is regarded as rights of proxy having been given to the Board of Directors to vote in accordance with the Board of Directors' recommendation as stated in the above list.

Proxy rights apply to all items addressed at the general meeting. If new proposals are submitted for a vote, including amendments to the proposals or proposals regarding persons that do not appear on the agenda, the holder of the proxy will vote on your behalf to his/her conviction.

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Date

_____

Signature

This proxy /postal voting form must be received by VP Investor Services A/S, Weidekampsgade 14, P.O. Box 4040, 2300 Copenhagen S, Denmark **no later than Monday, 19 September, 2011 11:59 pm** either by fax +45 4358 8867 or by returning this form to VP Investor Services A/S, Weidekampsgade 14, P.O. Box 4040, 2300 Copenhagen S, Denmark. Proxy rights or postal votes can also be assigned/given on VP Investor Services A/S's website: www.uk.vp.dk/agm or Bang & Olufsen a/s's website www.bang-olufsen.com.