

## **New multi-million order for Bang & Olufsen in Dubai**

*Bang & Olufsen to supply equipment to more than 100 villas in Jumeirah Golf Estates, one of the world's most exclusive golf projects.*

Bang & Olufsen has signed a further contract for one of the world's largest and most prestigious golf projects, Jumeirah Golf Estates in Dubai. Worth a DKK two-digit million, the order is for Bang & Olufsen equipment for more than 100 exclusive villas.

"We are extremely pleased that Bang & Olufsen has secured yet another substantial order for this extensive and exclusive golf project," says Karl Kristian Hvidt Nielsen, President & CEO, Bang & Olufsen. "It is also highly satisfactory that our customer has selected a broad range of Bang & Olufsen's products for the more than 100 villas. The fact that our products have been selected as the best of the best for the world's most exclusive golf project, confirms that our project portfolio is seen as particularly attractive."

The contract covers 70 villas in Juniper Way and 33 villas in Valencia Grove in Jumeirah Golf Estates. The villas in Juniper Way will be equipped with BeoVision 7-40 and 7-32 with music delivered by BeoSound 9000 and loudspeakers such as BeoLab 6000, BeoLab 8000 and the integrated loudspeaker, BeoVox 1. The villas in Valencia Grove will also be equipped with BeoVision 7-40 and BeoVision 7-32 TVs, while the music system will include BeoSound 4 with BeoLab 6000 loudspeakers as well as the integrated BeoVox 1.

"Over the past few months, Bang & Olufsen has strengthened its focus on Dubai, and I consider this contract as proof that our confidence was justified," says Karl Kristian Hvidt Nielsen.

The new order for Jumeirah Golf Estates does not affect Bang & Olufsen's expectations for the current financial year.

Karl Kristian Hvidt Nielsen  
President & CEO

# # #