

Bang & Olufsen's Communication Policy

22.03.2013

Policy for Bang & Olufsen's communication

Successful delivery of information and communications in general is crucial for Bang & Olufsen's ability to achieve our business goals and remain an attractive workplace.

External communication

External communication rests on the premise that the media is an important partner for Bang & Olufsen in terms of informing the public. At the same time, the media plays a significant role in the marketing of the company, its products and services. To the greatest extent possible, external communication targets those media with the strongest impact on the customer segments regarded as the most likely customers for Bang & Olufsen's products. The aim is to optimize Bang & Olufsen's customer value proposition to this group in tandem with other marketing initiatives.

Successful collaboration with the media is not only achieved through an open and transparent approach when they contact us. The partnership is also enhanced by a variety of different events initiated by Bang & Olufsen itself and where we provide information about the company's products, services, competences, results etc:

- National/international press conferences
- National/international press releases
- National/international press events
- One-on-one interviews between the management and national/international media
- Management participation in national/international discussion forums

Bang & Olufsen wishes to ensure that all communications are in keeping with current Investor Relations policies at any given time. Press releases are not issued regarding events that could subsequently result in announcements to the NASDAQ OMX Copenhagen A/S.

Internal communication

In terms of internal communication, the management is responsible for informing the company's employees of all important events – efficiently and promptly. The management is supported by Internal Communications through established internal channels (intranet and employee magazine) as well as other communication channels throughout the Bang & Olufsen group.

Internal communication has one overall objective – to support and complement the company strategy. Bang & Olufsen's employees must be familiar with the company's vision, mission and strategy and be aware of the role each employee plays in achieving Bang & Olufsen's strategic objectives. Internal communication is based on the following principles: Openness and honesty, timeliness, relevance, and accessibility.

Internal/external communication goals

To ensure the uniform treatment of all stakeholders, Bang & Olufsen does not distinguish between internal and external communication objectives:

- to create understanding of - and spread knowledge about - Bang & Olufsen's achievements, financial results and other issues
- to exploit the considerable attention given to the company based on a marketing – and employer perspective
- to ensure that the management is visible through regular two-way dialogues
- to be prompt, credible, consistent and respectful in these dialogues.