

Reporting of Manager's transaction in Bang & Olufsen shares

Bang & Olufsen A/S has received notification pursuant to article 19 of regulation (EU) no. 596/2014 of the below transaction related to shares in Bang & Olufsen A/S made by persons discharging managerial responsibilities in Bang & Olufsen A/S and/or persons closely related with them.

1 Details of the person discharging managerial responsibilities/their related persons	
a) Name	Henrik Clausen
2 Reason for the notification	
a) Position/status	CEO
b) Initial notification/Amendment	Initial notification
3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a) Name	Bang & Olufsen A/S
b) LEI	52990018KGR3ILFDNJ20
4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted	
a) Description of the financial instrument, type of instrument / Identification code	Shares
b) Nature of the transaction	Purchase of shares ISIN: DK0010218429

c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th data-bbox="790 450 1121 479">Price</th> <th data-bbox="1121 450 1476 479">Volume</th> </tr> </thead> <tbody> <tr> <td data-bbox="790 479 1121 510">DKK 124.7</td> <td data-bbox="1121 479 1476 510">655</td> </tr> <tr> <td data-bbox="790 510 1121 542">DKK 124.7</td> <td data-bbox="1121 510 1476 542">39</td> </tr> <tr> <td data-bbox="790 542 1121 573">DKK 124.6</td> <td data-bbox="1121 542 1476 573">48</td> </tr> <tr> <td data-bbox="790 573 1121 604">DKK 124.6</td> <td data-bbox="1121 573 1476 604">48</td> </tr> <tr> <td data-bbox="790 604 1121 636">DKK 124.8</td> <td data-bbox="1121 604 1476 636">80</td> </tr> <tr> <td data-bbox="790 636 1121 667">DKK 124.8</td> <td data-bbox="1121 636 1476 667">375</td> </tr> <tr> <td data-bbox="790 667 1121 698">DKK 124.8</td> <td data-bbox="1121 667 1476 698">157</td> </tr> <tr> <td data-bbox="790 698 1121 730">DKK 124.8</td> <td data-bbox="1121 698 1476 730">118</td> </tr> <tr> <td data-bbox="790 730 1121 761">DKK 124.7</td> <td data-bbox="1121 730 1476 761">411</td> </tr> <tr> <td data-bbox="790 761 1121 792">DKK 124.7</td> <td data-bbox="1121 761 1476 792">133</td> </tr> <tr> <td data-bbox="790 792 1121 824">DKK 124.0</td> <td data-bbox="1121 792 1476 824">535</td> </tr> <tr> <td data-bbox="790 824 1121 855">DKK 124.0</td> <td data-bbox="1121 824 1476 855">51</td> </tr> </tbody> </table>	Price	Volume	DKK 124.7	655	DKK 124.7	39	DKK 124.6	48	DKK 124.6	48	DKK 124.8	80	DKK 124.8	375	DKK 124.8	157	DKK 124.8	118	DKK 124.7	411	DKK 124.7	133	DKK 124.0	535	DKK 124.0	51
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d)	Aggregated information/ Aggregated volume/Price	Price: 124.57 Volume: 2,650																										
e)	Date of the transaction	10/10-2018																										
f)	Place of the transaction	Nasdaq Copenhagen, XCSE																										

For further information, please contact: Sr. Director, Global Finance, Malene Richter Christensen, tel.: +45 29741609.