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INTRODUCTION TO NEW REPORTING STRUCTURE

FROM ...

BANG & OLUFSEN



Reporting levels

	Revenue	Gross margin		Revenue	Gross margin
Group	✓	✓	Sales channels		
			- B1 & SIS	✓	
Business units			- TPR & eCom	✓	
- Bang & Olufsen	✓	✓	Product categories		
- B&O Play	✓	✓	- B&O Play	✓	
Regional			- Speakers	✓	
- Europe	✓		- Audio	✓	
- Greater China	✓		- TV	✓	
- North America	✓		- Other	✓	
- RoW	✓				

... TO

BANG & OLUFSEN

- Effective 1 June 2018, the Group integrated its business units to operate under a single brand, Bang & Olufsen. Hence, the Group no longer reports on the basis of a business unit structure

Reporting levels

	Revenue	Gross margin		Revenue	Gross margin
Group	✓	✓	Sales channels		
			- Monobrand	✓	
Regional			- Multibrand	✓	
- EMEA	✓	✓	- Own eCom	✓	
- Asia	✓	✓	- Other	✓	
- Americas	✓	✓	Product categories		
- Other	✓	✓	- Staged	✓	
			- Flexible	✓	
			- Living		
			- On-the-Go	✓	
			- Other		

EBIT per region will latest be reported at Q3 2018/19

Revenue by Region

	2017/18			
	Q1	Q2	Q3	Q4
EMEA	307,9	558,0	450,2	420,9
Americas	58,0	97,6	66,0	75,6
ASIA	175,7	263,7	287,2	280,6
Other	50,4	79,7	61,5	52,5
Total	591,9	999,0	864,9	829,6

Revenue by Product

	2017/18			
	Q1	Q2	Q3	Q4
Staged	250,1	411,8	335,4	350,1
Flexible living	77,9	124,1	105,3	88,4
On-the-go	216,4	397,1	336,0	327,2
Other	47,5	66,0	88,2	63,9
Total	591,9	999,0	864,9	829,6

Revenue by Channel

	2017/18			
	Q1	Q2	Q3	Q4
Monobrand	329,8	572,0	551,3	492,2
Multibrand	177,5	316,9	212,3	242,1
Own eCom	6,9	12,0	10,1	7,4
Other	77,7	98,2	91,2	87,9
Total	591,9	999,0	864,9	829,6

Notes:

This fact book is displaying historical figures for Q1-Q4 2017/18 only. The historical figures have been displayed in the new reporting format to enable comparison with new figures when reported. EBIT per region will latest be reported at Q3 2018/19.

The "Other" item in the segment reporting consists of the following:

Other in Revenue by Region:

Brand Partnering, ALU and various miscellaneous items

Other in Product category:

Brand Partnering, ALU and various miscellaneous items

Other in Channel:

Brand Partnering, ALU, Enterprise, B2B channel and various miscellaneous items

Revenue by Region

	2017/18			
	3M	6M	9M	12M
EMEA	307,9	865,9	1.316,1	1.737,0
Americas	58,0	155,6	221,6	297,2
ASIA	175,7	439,4	726,6	1.007,2
Other	50,4	130,1	191,6	244,1
Total	591,9	1.591,0	2.455,9	3.285,5

Revenue by Product

	2017/18			
	3M	6M	9M	12M
Staged	250,1	662,0	997,3	1.347,5
Flexible living	77,9	202,0	307,3	395,6
On-the-go	216,4	613,5	949,6	1.276,8
Other	47,5	113,5	201,7	265,6
Total	591,9	1.591,0	2.455,9	3.285,5

Revenue by Channel

	2017/18			
	3M	6M	9M	12M
Monobrand	329,8	901,8	1.453,1	1.945,3
Multibrand	177,5	494,3	706,6	948,7
Own eCom	6,9	18,9	29,1	36,4
Other	77,7	175,9	267,1	355,0
Total	591,9	1.591,0	2.455,9	3.285,5

Gross Margin by region

	2017/18			
	Q1	Q2	Q3	Q4
EMEA	34,4%	37,5%	36,9%	35,5%
Americas	42,6%	34,3%	43,5%	52,7%
ASIA	37,1%	38,0%	37,6%	39,0%
Other	79,2%	87,2%	85,1%	83,7%
Total	39,9%	41,2%	41,0%	41,2%

Notes:

The "Other" item in the segment reporting consists of the following:

Other in Gross Margin by Region:

Brand Partnering, ALU and various miscellaneous items

Gross Margin by region

	2017/18			
	3M	6M	9M	12M
EMEA	34,4%	36,4%	36,6%	36,4%
Americas	42,6%	37,5%	39,4%	42,8%
ASIA	37,1%	37,8%	37,6%	37,8%
Other	79,2%	84,1%	84,4%	84,2%
Total	39,9%	40,7%	40,8%	40,9%