

To: Bang & Olufsen A/S

Att.: Investor Relations

Conditional share purchase agreement between Sparkle Roll Holdings Limited BVI and Sparkle Roll Group Limited

Sparkle Roll Holdings Limited BVI ("Sparkle Roll Holdings"), a major shareholder in Bang & Olufsen A/S ("the Company") holding 6,519,358 shares in the Company each of a nominal value of DKK 10, equal to app. 15.09% of the issued share capital, has today announced that it has entered into a conditional share purchase agreement with the Bermudian company Sparkle Roll Group Limited ("Sparkle Roll Group"), regarding the transfer of, among others, Sparkle Roll Holdings' 6,519,358 shares in the Company to Sparkle Roll Group (the "Transaction"). Sparkle Roll Group's shares are traded on the Hong Kong Stock Exchange under stock code 970.

The purchase price for the shares under the Transaction will be Hong Kong Dollars 494,145,496.35, corresponding to a price of app. 75.8 Hong Kong Dollars per share in the Company of a nominal value of DKK 10. The purchase price is contemplated to be paid with newly issued shares in Sparkle Roll Group.

The Transaction is subject to a variety of conditions, including (but not limited) to independent shareholder approval by the shareholders of Sparkle Roll Group. In case the conditions are satisfied completion of the Transaction is expected to take place within two to three months.

Sparkle Roll Holdings currently holds app. 28.72 % of the issued share capital in Sparkle Roll Group and is expected to increase such holding to app. 48.71 % in case the Transaction completes, although the position might increase as the Transaction will trigger a public takeover offer for all of the issued shares in Sparkle Roll Group by Sparkle Roll Holdings under relevant Hong Kong listing requirements.

Sparkle Roll Holdings is a limited liability company owned 100 % by Mr. Qi Jianhong who through his other 100% owned company Sparkle Roll Group Limited (BVI) also holds an additional 2.404.186 shares in the Company, corresponding to app. 5.6 % of the issued share capital in the Company. To avoid confusion with the Hong Kong listed Sparkle Roll Group, the BVI incorporated Sparkle Roll Group Limited is in the process to change its name to "Sparkle Roll Tech. Investments Limited".

Mr. Ivan Tong, who is a board member of the Company, is also chairman and executive director of the board of directors of Sparkle Roll Group.

In case the Transaction completes Sparkle Roll Group and Sparkle Roll Holdings will issue relevant major shareholder announcements in accordance with the Danish Securities Act.

For additional information regarding the Transaction reference is made to the joint announcement made by Sparkle Roll Group and Sparkle Roll Holdings on the Hong Kong Stock Exchange (www.hkex.com.hk).

Enquiries relating to this announcement can be made to Polly Chan of Sparkle Roll Group Limited at polly@hk970.com.

Sparkle Roll Group Limited

Sparkle Roll Holdings Limited.