

Major shareholder announcement

Sparkle Roll Tech. Investments Limited hereby announces that it has sold shares in Bang & Olufsen A/S (the "Company") and consequently holds app. 4.99 % of the share capital and voting rights in the Company.

Sparkle Roll Tech. Investments Limited is 100% owned company by Mr. Qi Jianhong. Mr. Qi Jianhong also owns 100 % of the share capital of Sparkle Roll Holdings Limited BVI ("Sparkle Roll Holdings") which holds app. 56.22 % of the shares in the Hong Kong Listed company Sparkle Roll Group Limited ("Sparkle Roll Group"). Sparkle Roll Group holds app. 15.09 % of the share capital and voting rights in the Company.

Following Sparkle Roll Tech. Investments Limited's disposal of shares in the Company Mr. Qi Jianhong therefore indirectly holds app. 20.08 % of the total share capital and of the total voting rights of the Company.