

Major shareholder announcement

Sparkle Roll Group Limited ("Sparkle Roll Group") and Sparkle Roll (Denmark) Limited hereby announce that Sparkle Roll Group has transferred its entire holding of shares in Bang & Olufsen A/S (the "Company"), representing approximately 15.09 % of the entire issued share capital of and voting rights in the Company to its wholly-owned subsidiary Sparkle Roll (Denmark) Limited by way of an intra-group transfer (the "Transaction").

Sparkle Roll Group is considered closely associated (within the meaning of Article 19 of Regulation 596/2014) with the board member of the Company, Mr. Ivan Kai Lap Tong, as Mr. Ivan Kai Lap Tong also serves as chairman and executive director of Sparkle Roll Group and as a consequence this announcement is also made pursuant to Article 19 of Regulation 596/2014.

The shares of Sparkle Roll Group are currently listed and traded on the Main Board of The Stock Exchange of Hong Kong Limited.

Sparkle Roll Group Limited

Sparkle Roll (Denmark) Limited