ANNOUNCEMENT NO. 17.10 TRANSLATION

New Vice Chairman of the Board of Directors of Bang & Olufsen a/s

Today, the Board of Directors of Bang & Olufsen a/s has constituted itself with Juha Christensen as Vice Chairman of the Board of Directors.

Juha Christensen was elected to the Board of Directors at the company's Annual General Meeting in 2016.

Ole Andersen Chairman

For further details, please contact: Claus Højmark Jensen, tel: +45 9684 1251