

BANG & OLUFSEN A/S  
3 OCTOBER 2012

ANNOUNCEMENT NO. 12.14  
*TRANSLATION*

**Bang & Olufsen a/s has issued 3,026,421 new shares in a directed share issue to Sparkle Roll Holdings Limited and A Capital Bravo Holding S.à.r.l. in connection with the signing of a strategic collaboration agreement regarding China**

Bang & Olufsen announces that today 3,026,421 new shares of DKK 10 each, corresponding to a total nominal capital increase of DKK 30,264,210, have been issued.

The new shares have been registered with the Danish Business Authority.

As announced in announcement no. 12.06 of 19 July 2012, all the new shares have been subscribed for by Sparkle Roll Holdings Limited and A Capital Bravo Holding S.à.r.l. at a market price of DKK 60.22 per share of DKK 10.

Sparkle Roll Holdings Limited has subscribed for 2,404,186 new shares and A Capital Bravo Holding S.à.r.l. has subscribed for 622,235 new shares of DKK 10 each.

The net proceeds to Bang & Olufsen from the directed share issue amount to approximately DKK 177 mio.

The 3,026,421 new shares have been issued without pre-emption rights for the company's existing shareholders.

The issue has been decided by the board of directors of Bang & Olufsen on the basis of article 4(6) of the company's articles of association, authorising the board of directors to increase the share capital of the company. The new shares will rank pari passu with and have the same rights as the existing shares in the company.

Following registration of the new shares, Bang & Olufsen's nominal share capital amounts to DKK 392,704,350, divided into 39,270,435 shares of DKK 10 each.

As of today, the new shares have been admitted to trading and official listing on NASDAQ OMX Copenhagen A/S under the ISIN code of Bang & Olufsen's existing shares (ISIN code DK0010218429).

Ole Andersen  
Chairman

Tue Manton  
President & CEO