

## Notification form for Executive and Board Members and their Related Persons

1 Details of the person discharging managerial responsibilities/their related persons		
a)	Name	Stefan Persson
2 Reason for the notification		
a)	Position/status	Executive Vice President, HOME
b)	Initial notification/Amendment	Initial notification
3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Bang & Olufsen a/s
b)	LEI	52990018KGR3ILFDNJ20
4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument Identification code	Shares
b)	Nature of the transaction	Purchase of shares ISIN: DK0010218429
c)	Price(s) and volume(s)	Price: 103 Volume: 687
d)	Aggregated information - Aggregated volume - Price	N/A
e)	Date of the transaction	03.05.2017
f)	Place of the transaction	Nasdaq Copenhagen, XCSE