

Bang & Olufsen partners up with Dustin in Sweden, Norway, and Finland on B2B

Struer, 9 December 2020 – Bang & Olufsen can announce that the company is partnering up with Dustin, a leading Business-2-Business (B2B), IT, and online retailer in the Nordics.

Part of Bang & Olufsen's strategy, that was presented in April, is to grow the B2B segment, and Dustin will help Bang & Olufsen expand its B2B activities in Sweden, Norway, and Finland.

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About Bang & Olufsen

Bang & Olufsen is an audio brand founded in 1925 in Struer, Denmark, by Peter Bang and Svend Olufsen whose devotion and vision remain the foundation for the company. The rich heritage built around the relentless determination to create products that push the boundaries of audio technology continues to place the company at the forefront of audio innovation. Today, every Bang & Olufsen product is still characterized by the unique combination of beautiful sound, timeless design, and unrivalled craftsmanship. The company's innovative and progressive audio products are sold worldwide in Bang & Olufsen monobrand stores, online, and in multibrand stores. The company employs approximately 900 people and operates in more than 70 markets. Bang & Olufsen's shares are listed on NASDAQ Copenhagen A/S.

About Dustin Group

Dustin is a leading online IT partner with operations in the Nordics and the Netherlands. We help our customers to stay in the forefront by providing them with the right IT solution, at the right time and at the right price.

We offer approximately 255,000 products with related services to companies, the public sector and private individuals. The main focus is on SMEs. Sales for the financial year 2019/20 amounted to approximately SEK 13.2 billion and just over 90 per cent of the revenues came from the corporate market.

Dustin Group has more than 1,800 employees and has been listed on Nasdaq Stockholm since 2015 with headquarters in Nacka Strand just outside central Stockholm.