

Bang & Olufsen appoints new Country Manager for Switzerland

Switzerland is one of six European focus markets in Bang & Olufsen's new strategy. To help realise the growth ambitions in that market, the company has appointed Mischa Kurz as new Country Manager.

Struer, 11 June – Bang & Olufsen has appointed Mischa Kurz as new Country Manager for Switzerland. Mischa joins the company after six years at Logitech, most recently as Country Manager for Switzerland where he contributed to solid growth rates and ensured Logitech and the company's sub-brands a strong position in various retail channels. Prior to joining Logitech, Mischa worked for Microsoft.

In April, Bang & Olufsen launched a new strategy to improve the company's financial performance. In the new strategy Bang & Olufsen has identified Switzerland as one of six European focus markets, and Mischa will be tasked to help realise the growth potential in Switzerland together with the rest of the team and retail partners. Mischa has already started in his new job.

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ABOUT BANG & OLUFSEN

Bang & Olufsen is a global luxury 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 around 900 people and operates in more than 70 markets. Bang & Olufsen's shares are listed on Nasdaq Copenhagen A/S