

Bang & Olufsen announces New Distributor in Switzerland

Struer, 13 July– Bang & Olufsen has announced that Littlebit Technology AG, a distributor and service provider for IT products, will be a new distribution partner in Switzerland. Littlebit Technology will have focus on multibrand and B2B channels.

With the new distributor setup, Bang & Olufsen aims to expand the company's multibrand presence in Switzerland and improve the customer experience in non-Bang & Olufsen-branded stores. In addition, Bang & Olufsen has strengthened the Swiss organization with new capabilities within sales and marketing. Switzerland is one of the company's six European focus markets.

The deal with Littlebit Technology will take effect immediately.

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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