

BANG & OLUFSEN HAS A REMARKABLE HERITAGE

OUR LEGACY

- Bang & Olufsen was founded in 1925 in Struer by Peter Bang and Svend Olufsen
- The two young engineers started building radios, and soon Bang & Olufsen evolved to a global design icon and a symbol for audio-visual excellence
- Bang & Olufsen is a success-story based on initiatives of incredible innovative people. People with passion, pride, and persistence
- The delicate combination of Bang & Olufsen's core capabilities sound, design, and craftsmanship differentiate the firm from the competition
- With the thoughtfulness of our products, their simplicity, domesticity, beauty, and the feeling of serenity we aim to create enduring magical experiences for our consumers

SOUND, DESIGN & CRAFTSMANSHIP

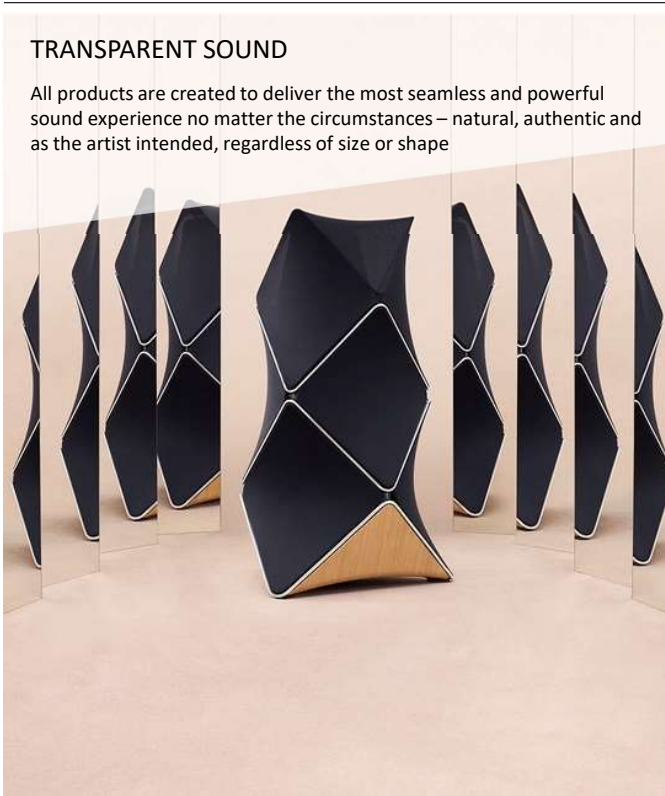


BANG & OLUFSEN'S CORE CAPABILITIES: SOUND, DESIGN & CRAFTSMANSHIP

SOUND

TRANSPARENT SOUND

All products are created to deliver the most seamless and powerful sound experience no matter the circumstances – natural, authentic and as the artist intended, regardless of size or shape



DESIGN

SCANDINAVIAN LUXURY

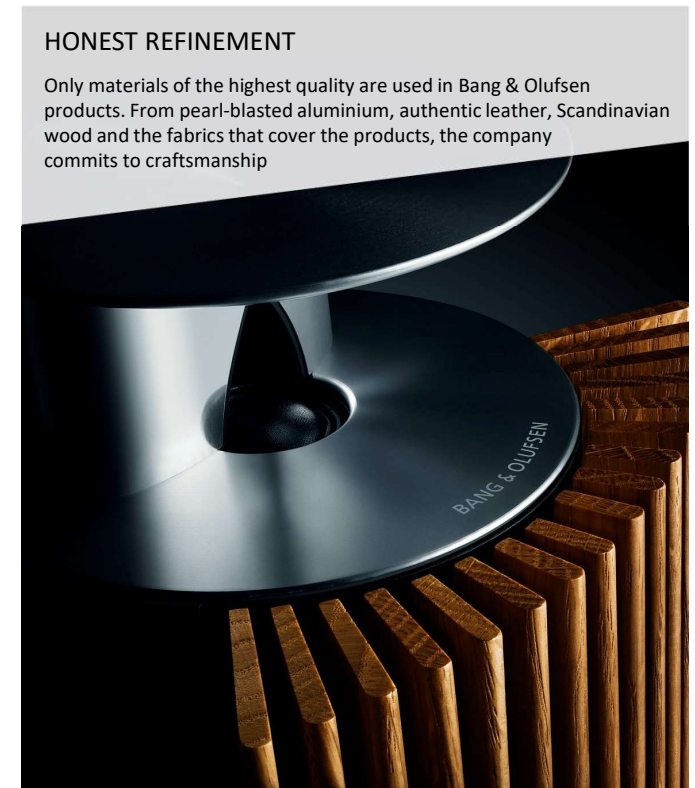
Design starts by seeking true innovation to make each product better. Innovation is the inspiration that drives form and expression and the end-result is design that is performance-driven and magical



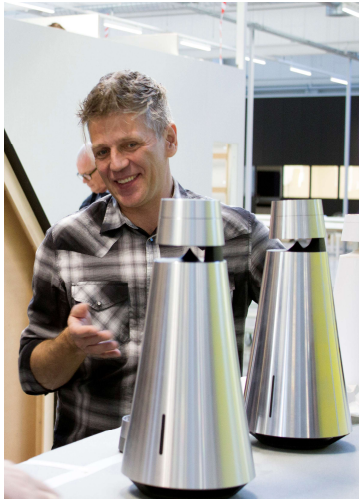
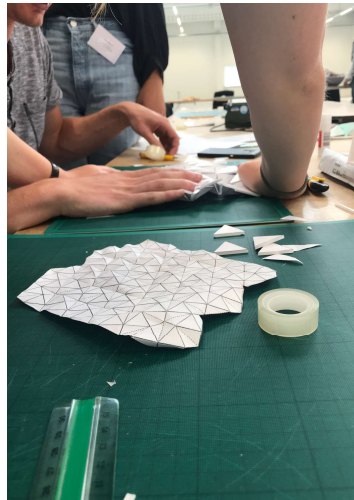
CRAFTSMANSHIP

HONEST REFINEMENT

Only materials of the highest quality are used in Bang & Olufsen products. From pearl-blasted aluminium, authentic leather, Scandinavian wood and the fabrics that cover the products, the company commits to craftsmanship



PASSION, PRIDE & PERSISTENCE ARE OUR COMPANY VALUES



Be Entrepreneurial Listen. Act.

We believe that being entrepreneurial is at the heart of our culture. We are all seriously curious and willing to truly listen to what emerges. Willing to take risks and to learn from our mistakes. Equally important, we are passionate “doers” who loves to execute and know how to go from ideas to results. We all act as proud owners of B&O and show commitment to the mission we are on together.

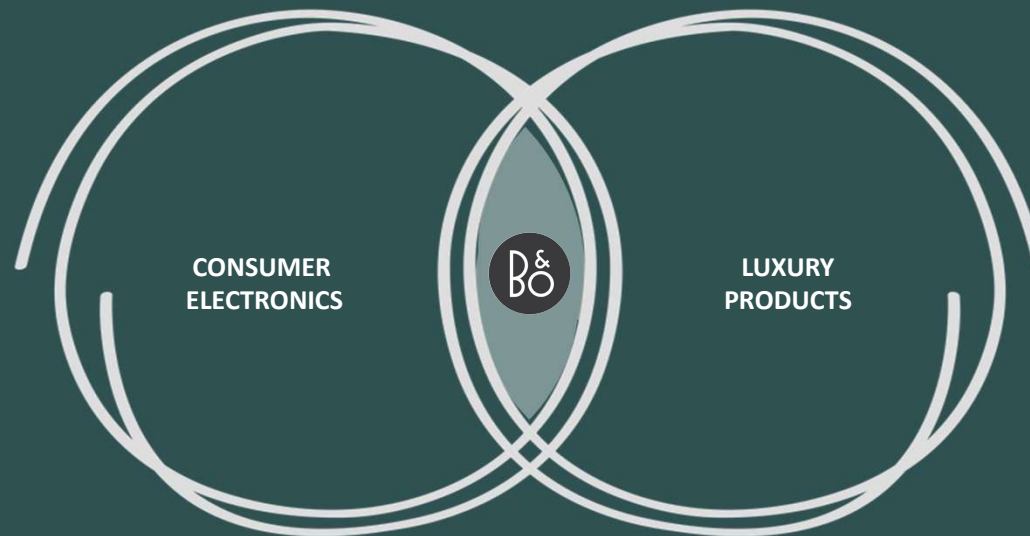
Show Love Care. Commit.

We show love in what we do, the people we do it with, and the people we do it for because we know that this is how you create the best human experiences. Love to us is about acting with genuine care and showing each other respect. It means having integrity and courage to stand up for what we believe is right for B&O. We embrace diversity and aim to make people feel appreciated and valued to make our customers, colleagues, partners, and society feel the love we value.

Create Magic Contribute. Collaborate.

We show love in what we do, the people we do it with, and the people we do it for because we know that this is how you create the best human experiences. Love to us is about acting with genuine care and showing each other respect. It means having integrity and courage to stand up for what we believe is right for B&O. We embrace diversity and aim to make people feel appreciated and valued to make our customers, colleagues, partners, and society feel the love we value.

WE HAVE A UNIQUE MARKET POSITION IN THE INTERSECTION BETWEEN CONSUMER ELECTRONICS AND LUXURY



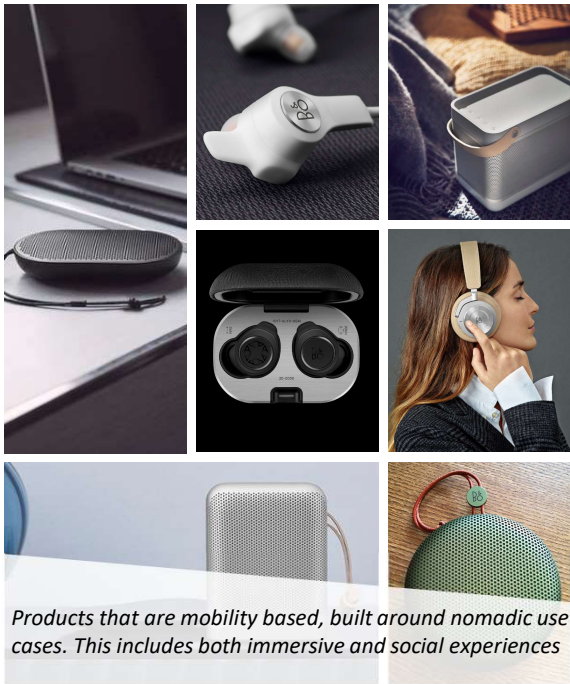
- Eco-system integration
- Good, better, best product range
- Online distribution at scale



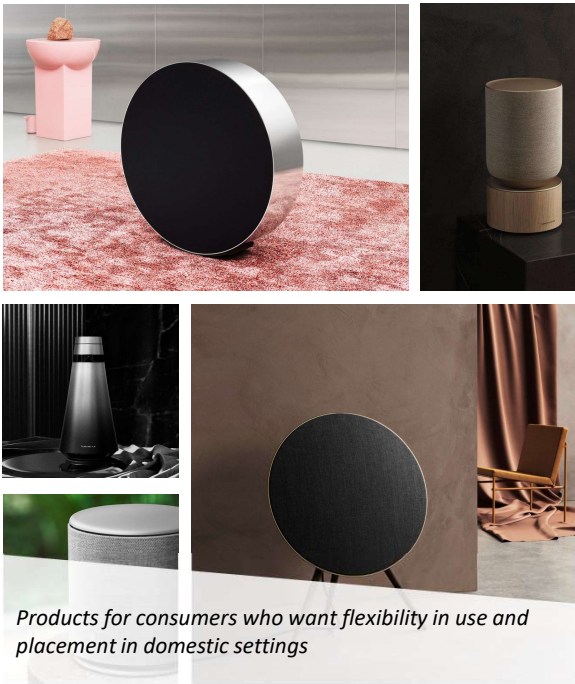
- Brand heritage and values
- Exceptional customer experiences
- Collaborations and limited editions

OUR PRODUCT PORTFOLIO IS BUILT AROUND THREE USE CASES

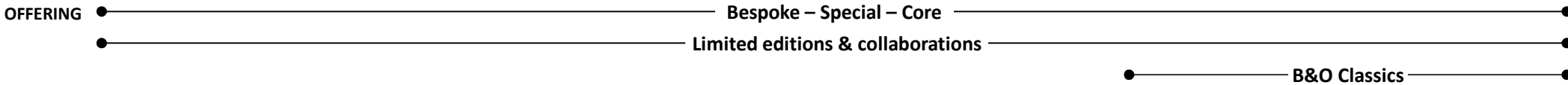
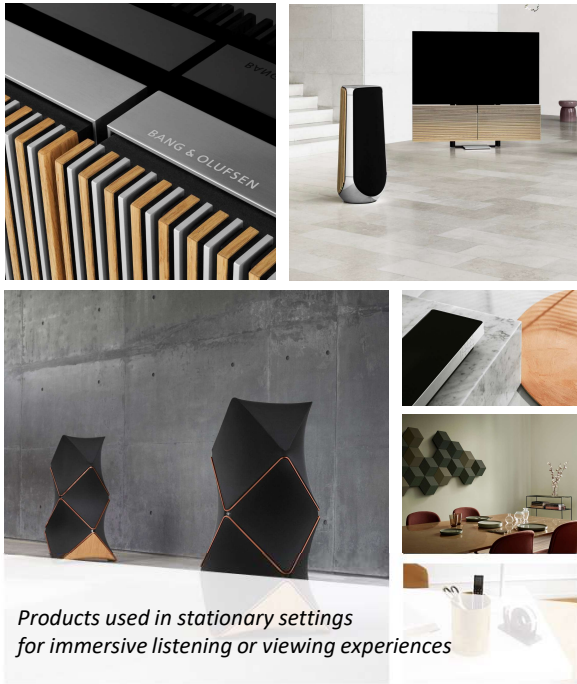
ON-THE-GO



FLEXIBLE LIVING



STAGED



‘FACTORY 5’ IS WHERE WE MANUFACTURE WORLD-CLASS ALUMINIUM PARTS

ALUMINIUM MANUFACTURING

- In Factory 5, sheets and tubes of aluminium are transformed with extraordinary skill and dexterity
- Making the impossible possible is what drives the team here, allowing the firm to push the boundaries of performance

“We still have the freedom to test the limits. It brings us to the edge of where something may or may not be possible.”

- Designers and manufacturers from Factory 5 cooperate from the very beginning of new product development

“There are no limitations”

“We don't like to say no. We have a designer-driven business and that's why we are the most advanced aluminium factory. It's because our designers push us to the limit. You couldn't outsource this kind of production to any other company... They would run away screaming.”

