

Bang & Olufsen Names Ingram Micro as New Distributor Partner in Europe

Struer, 9 November– Bang & Olufsen has selected Ingram Micro Inc., a leading global distributor of technology products, as a new distribution partner in Europe. The alliance with Ingram Micro covers both multibrand and Business-2-Business (B2B), and is part of Bang & Olufsen's effort to strengthen the company's presence and performance in those channels.

Bang & Olufsen's Vice President of Europe, Jorge Aguiar, comments:

"We are pleased to team with Ingram Micro to improve our presence in multibrand and B2B. We can leverage Ingram Micro's strong presence in Europe and know-how in consumer electronics to scale our business and strengthen the consumer experience."

In recent months, Bang & Olufsen has strengthened the company's European organisation with new capabilities within multibrand and B2B to improve performance in those channels.

"Ingram Micro's strength, scale, relationships and expertise in consumer electronics and B2B are aligned with Bang & Olufsen's growth goals making it the right time to engage and grow the business together," said Renke Krüger, EMEA Director Peripherals, Ingram Micro. "We are happy to be named a strategic, go-to-market partner for Bang & Olufsen and look forward to building on their success."

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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 Ingram Micro

Ingram Micro helps businesses realize the promise of technology. It delivers a full spectrum of global technology and supply chain services to businesses around the world. Deep expertise in technology solutions, mobility, cloud, and supply chain solutions enables its business partners to operate efficiently and successfully in the markets they serve. Unrivaled agility, deep market insights and the trust and dependability that come from decades of proven relationships, set Ingram Micro apart and ahead. Discover how

Ingram Micro can help you realize the promise of technology. More at www.ingrammicro.com.