

## Bang & Olufsen and Xbox partner up to deliver high-end audio proposition for gaming

### The two companies join forces to establish a new high-end of audio proposition for Xbox

*Struer, 8 June* – The purpose of this new collaboration is to create a new audio proposition to cater for the high-end segment within gaming by leveraging on Bang & Olufsen's core capabilities of sound, design and craft. This will include "Designed for Xbox" functionalities, which will ensure seamless connectivity and an enhanced user experience. Vice President and Head of Product Management at Bang & Olufsen, Christoffer Poulsen, is excited about the new collaboration and the long-term commercial potential for Bang & Olufsen.

*"The gaming industry has grown significantly over the last few years across age groups, gender and countries, and we expect this trend to continue. The technology has advanced significantly in gaming, and enhancing the sound experience offers a place for us to play a key role. By entering the gaming industry, we want to do what we do best: delivering outstanding sound performance wrapped in astonishing design and solid craftsmanship. We see a big commercial potential within gaming, and in Xbox we believe we have found the ideal partner to realise that potential,"* Christoffer Poulsen says.

Matt Kesselring, Head of Hardware Partnerships at Xbox says:

*"We're excited for the launch of Xbox Series X later this year and ushering in the next generation of gaming. As we march towards release – we're excited to partner with Bang & Olufsen to bring a new premium tier of gaming audio to market for Xbox and Bang & Olufsen fans around the world that travels with you everywhere you love to play Xbox"*

Going forward, the two companies will share additional information when available.

#### **For more information, please contact:**

Jens Gamborg

Head of Group Communications, Bang & Olufsen

P: +45 24 96 93 71

E: [jgam@bang-olufsen.dk](mailto:jgam@bang-olufsen.dk)

#### **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