

BEOSOUND A9 5th GENERATION

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We are very excited to let you know that **Beosound A9 5th Generation**, will soon be available for sale.

The Beoplay A9 has become a modern design icon and a strong product statement for Bang & Olufsen. It is a product that continues to impress our customers even 10 years after it's launch.

With the introduction of the 5th generation, the Beoplay A9 moves into the Beosound family of products, hence becoming Beosound A9.

We have taken all of the good things from the previous generations of Beoplay A9 and enhanced them even further with the implementation of the Mozart module and design updates taking the product to the next level.

Please note that Beosound A9 will not be available in a Google Voice Assistant version.



KEY SELLING POINTS

Room-filling sound

The A9 fills any living space with rich and spacious sound. Acoustically, it is capable of unifying pleasant, ambient listening moments with well-dispersed, powerful sound experiences.

Make it yours

Whatever your interior style, the A9 can blend in beautifully or stand out convincingly – you decide. If you want to change decor, you can create your own look with a variety of textile covers and wooden legs.

Smooth control

The A9 gives you control of music volume in a smooth interaction by gently sliding your hand across its surface. With a simple tap you can skip to the next and previous track or play/pause your music.

Built for the future

Mozart is Bang & Olufsen's software platform, created to ensure our product longevity goes beyond physical design and craftsmanship. A seamless experience, encompassing the luxury touch of Bang & Olufsen, designed to be updated, improved and built on for years to come.



Black Anthracite

New Dark Oak legs



Gold Tone

New Sand colour for the back



Natural Aluminium

New Grey Mist colour for the back and a new Light Grey Kvadrat cover

DETAILS

Product name	Type number	Material number	EAN	RCP USD/ EUR/ DKK	Warranty
Beosound A9 5.G Natural Aluminium A	3090	1200631	5705260099126	3.999 / 3.599 / 26.490	36 months
Beosound A9 5.G Black Anthracite A	3090	1200624	5705260098686	3.699 / 3.299 / 24.990	36 months
Beosound A9 5.G Gold Tone A	3090	1200625	5705260098693	3.999 / 3.599 / 26.490	36 months
Beosound A9 5.G Natural Aluminium B	3090	1200634	5705260099324	3.999 / 3.599 / 26.490	36 months
Beosound A9 5.G Black Anthracite B	3090	1200632	5705260099300	3.699 / 3.299 / 24.990	36 months
Beosound A9 5.G Gold Tone B	3090	1200633	5705260099317	3.999 / 3.599 / 26.490	36 months

(A = China only, B = Rest of the world)

ACCESSORIES

Product name	Type number	Material number	EAN	RCP USD/ EUR/ DKK	Warranty
Cover, BeoPlayA9, Red	6055	1605524	5705260042733	70 USD / 50 EUR / 400 DKK	24 months
Cover, Beoplay A9, White*	6055	1605525	5705260042740	70 USD / 50 EUR / 400 DKK	24 months
Cover, Beoplay A9, Black	6055	1605526	5705260042757	70 USD / 50 EUR / 400 DKK	24 months
Cover, Beoplay A9, Light Grey Kvadrat	6055	1605539	5705260059212	130 USD / 130 EUR / 1.000 DKK	24 months
Cover, Beoplay A9, Dark Grey Kvadrat	6055	1605549	5705260059229	130 USD / 130 EUR / 1.000 DKK	24 months
Cover, Beoplay A9, Warm Taupe Kvadrat	6055	1605557	5705260075427	130 USD / 130 EUR / 1.000 DKK	24 months
Cover, Beoplay A9, Grey	6055	1605559	5705260081046	130 USD / 130 EUR / 1.000 DKK	24 months
Cover, Beoplay A9, Pink Kvadrat	6055	1605561	5705260086867	130 USD / 130 EUR / 1.000 DKK	24 months
Cover, Beoplay A9, Pebble White Kvadrat	6055	1605562	5705260086874	170 USD / 170 EUR / 1.250 DKK	24 months
Cover, Beoplay A9, Navy Kvadrat	6055	1605563	5705260086881	130 USD / 130 EUR / 1.000 DKK	24 months
Wall bracket Beoplay A9	2108	1210800	5705260042801	150 USD / 100 EUR / 800 DKK	24 months

* Cover, Beoplay A9, White (1605525) will be discontinued along with the White version available for orders while stock.

Please refer to excel pricelists found with the PMI for specific currencies of above.

RELEVANT DATES

Global announcement	
Product availability in Monobrand stores	9/3/2023 (APAC 1/6/2023)
Product availability in Multibrand CE + Travel and Lifestyle stores	9/3/2023 (APAC 1/6/2023)
E-com	9/3/2023 (APAC 1/6/2023)

**No products can be sold to end customers prior to these dates
as final firmware will be released WK9.**

Monobrand including Bang&Olufsen.com	
Full sell-in presentation including campaign material and retail activation distributed via Beonews	WK5/6
Display orders placed	WK6
Open for orders from	WK7
Shipments out of DCHK/DCEU from	From WK6
Product availability in stores and on B&O.com	From WK10.5

Multibrand CE + Travel and Lifestyle

Light sell-in presentation	WK5
Open for orders from	From WK7
Shipments out of DCHK/DCEU from	From WK6
Product availability in stores from	From WK10.5

CHECK-LIST

	YES	NO	COMMENTS
PRODUCT UPDATE	X		
OPEN FOR ALL CUSTOMERS? (Mono, Multi, e-com) (If no, pls. elaborate in comments)	X		See detailed overview in below section: DISTRIBUTION STRATEGY
DOES THIS PMI END OF LIFE PREVIOUS GENERATION/COLLECTION? (If yes, pls. elaborate in comments)	X		All Beoplay 4 th gen. will go EOL and will only be sold as long as stock is available. Please refer to separate PMI for more details.
DOES THIS PRODUCT COME AS A BUNDLE? E.g. Headphones & Headphones Bag (If yes, pls. elaborate in comments)		X	
LIMITED EDITION E.g. Stardust Black, Late Night Blue (If yes, pls. elaborate in comments)		X	
COLOUR DROP Continue to be standard color (If yes, pls. elaborate in comments)		X	
COLLABORATIONS Supreme, Rapha etc.		X	
COLLECTIONS Interior, Seasonal		X	

IN THE BOX CONTENTS

- Beosound A9
- Mains cable
- USB-C to AUX adapter
- Quick Start Guide

VISUAL MERCHANDISING

The sell-in presentation which can be seen attached includes all relevant information including campaign material, retail activation in the form of instore and window display.

DISTRIBUTION STRATEGY

Beosound A9 5th Gen. Distribution Strategy

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	MONOBRAND	T0	T1	T2	T3
COLOURS		YES	YES	YES	YES
		YES	YES	YES	YES
		YES	YES	YES	YES

COLOURS	
	Black Anthracite
	Gold Tone
	Natural Aluminium

	MULTIBRAND CE	T1	T2	T3
COLOURS		YES	YES	YES
		YES	YES	YES

	MULTIBRAND LIFESTYLE	T1	T2	T3
COLOURS		YES	YES	YES
		YES	YES	YES
		YES	YES	YES

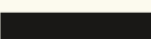


B&O

BUYING GUIDELINE – MONOBRAND

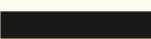


*Mandatory display standard and mandatory inventory for Monobrand according to Tiers
Normal regional display terms and conditions will apply*

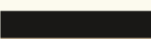
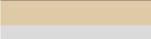

Beosound A9 5th Gen. Monobrand Buying Guidelines

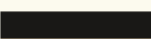


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	COLOURS	DISPLAY	INVENTORY FOR SALE	TOTAL
TIER 0		1	1	2
		1	2	3
		1	1	2

COLOURS	
	Black Anthracite
	Gold Tone
	Natural Aluminium

	COLOURS	DISPLAY	INVENTORY FOR SALE	TOTAL
TIER 1		1	1	2
		1	2	3
		1	1	2

	COLOURS	DISPLAY	INVENTORY FOR SALE	TOTAL
TIER 2		1	1	2
		1	2	3
		1	1	2

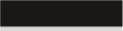

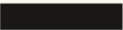

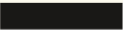
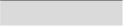
	COLOURS	DISPLAY	INVENTORY FOR SALE	TOTAL
TIER 3		1	-	1
		1	1	2
		1	-	1



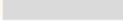
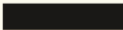
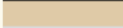
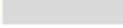

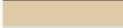

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BUYING GUIDELINES + MULTIBRAND

Beosound A9 5th Gen.
Multibrand Buying Guidelines

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CE+TRAVEL				
	COLOURS	DISPLAY	INVENTORY FOR SALE	TOTAL
TIER 1		1	2	3
		1	1	3
	COLOURS	DISPLAY	INVENTORY FOR SALE	TOTAL
TIER 2		1	2	3
		1	1	2
	COLOURS	DISPLAY	INVENTORY FOR SALE	TOTAL
TIER 3		1	1	2
		-	-	-

LIFESTYLE				
	COLOURS	DISPLAY	INVENTORY FOR SALE	TOTAL
TIER 1		1	1	2
		1	2	3
		1	1	2
	COLOURS	DISPLAY	INVENTORY FOR SALE	TOTAL
TIER 2		1	1	2
		1	2	3
		-	-	-
	COLOURS	DISPLAY	INVENTORY FOR SALE	TOTAL
TIER 3		-	-	-
		1	1	2
		-	-	-

COLOURS	
	Black Anthracite
	Gold Tone
	Natural Aluminium



OBJECTIVE

Beosound A9 5th Generation is introduced with the following business objective:

- Further strengthen our position as the most desired home speaker brand
- Extend the role of our Mozart platform in the Flexible Living portfolio

AUDIENCE

- Careerist