

Terms and Conditions for Website Sales

This page provides information on our company and legal terms and conditions related to the sales of products listed on our website along with documents explicitly referenced.

These terms and conditions are applicable to all contracts on the sales of products between you and our company. Please read and understand these terms and conditions carefully before ordering products on our website.

1. Company introduction

1.1 www.bang-olufsen.com/ko website is run by Bang & Olufsen Group and the delivery and customer service of the products ordered in Korea are handled by Kolon Mobility Group, a master dealer of Bang & Olufsen.

Company name: Kolon Mobility Group Corporation

Business registration number: 833-87-02544

Business place: 132, Ogeum-ro, Songpa-gu, Seoul, Republic of Korea

Representative: Kang Ee-gu

Mail-order-sales registration number: 2025- SeoulSongpa-1765

1.2 Please contact us with the following number for customer service.

- Inquiry on online products and shipping: +82-2-2135-1380

- After sales service center: +82-2-518-1380

2. Products

2.1 The image of a product posted on our website is for your reference. We tried our best to show the colors as they are as much as possible but we cannot guarantee that the actual colors of a product are properly displayed on your computer screen. Your product may differ slightly from the image.

2.2 The availability of all products on our website may change. If the product you ordered is out of stock, we will inform you of the information as soon as possible via e-mail.

3. Use of our website

3.1 Find the product of your interest on Bang & Olufsen website. If you want to order the product, click the purchase icon to add the product on your cart.

Click the 'pay' button and follow the instructions on the screen to complete your order after putting it in your cart.

4. Personal data policy

4.1 We use your personal information in accordance with Bang & Olufsen personal data policy. Please read the policy carefully as it contains important information applicable to you.

5. Consumer protection in e-commerce

5.1 Please note that if you, as a minor, purchase a product on our website, you, a minor, or legal representative of you can cancel the purchase contract if your legal representative does not agree with the contract.

5.2 You, as a customer, have the right to request service for products with defects or products which are different from description.

6. Contract conclusion process

6.1 According to our order procedure, you can check the errors and change the information before completing your order. Please read and check all the details of your order on each page carefully during the order process.

6.2 After you place an order, you will receive order registration confirmation via e-mail. Please note that this does not mean that your order is accepted. Order acceptance will be handled according to Article 7.3 below.

6.3 We will confirm whether your order is accepted or not by sending an e-mail that the product ordered is sent (delivery confirmation). This contract is concluded only when we send Dispatch Confirmation.

6.4 For example, if your product is out of stock, obsolete or product cannot be provided due to price error on the website according to Article 11.4 below, we will inform you of this situation without delay via e-mail and will not proceed with your order. If you already made payment, we would refund the amount in full as soon as possible.

7. Consumer's rights to product return and refund

7.1 You, as a consumer, has the right to cancel the contract within the period specified in Article 8.2 below. It means that if you decide not to retain the product for reasons such as change of mind, you can inform us of your decision to cancel the contract and get refund.

7.2 You have the right to cancel the contract from the date when placed an order. If your product is already sent to you, you may cancel the order for 7 days from the date when you receive the product. However, you cannot cancel the contract in any of the following cases.

1. If goods are lost or damaged for reasons attributable to a consumer
(Except for the case where package is removed to check the condition of the goods)
2. If the value of goods decreases significantly due to use of the product in whole or in part by a consumer
3. If the value of goods decreases significantly to the extent that the product cannot be sold as much time has passed
4. If the package of goods which can be copied is damaged
5. If the goods are individually produced based on customer order

7.3 Notwithstanding the foregoing, if you received a product with defect, which is different from the advertisement of the product or description in the sales agreement (including the case where defective products or services are provided), you have the right to cancel the contract either (i) within 3 months from the date when you receive the product or service or (ii) within 30 days after becoming aware of such defect.

7.4 If you want to cancel the contract, please let us know via our website, e-mail (bn03011825@kolon.com) or call (+82-2-2135-1380). You may retain the copy of the cancellation notice for the purpose of keeping records.

7.5 If you want to exercise your right to cancel, you will get the refund in full. We will handle the refund according to applicable laws (including Act on the Consumer Protection in Electronic Commerce, Etc.).

8. Return

Please prepare the product in the same package as you received it for the first time and request return of the product within 14 days from the cancellation notice. If the shipping fee is free upon purchase, shipping fee and product return fee may be imposed. Please note that your return may not be accepted if you do not pack the product properly to make sure that the product is not damaged during shipping or if you do not pay reasonable attention to the product. We will refund the full amount in card or the payment method you used for purchase when we receive the product in undamaged condition.

8.1 You, as a consumer, have the statutory right to cancel products which have defects or which are different from description. This statutory right is not affected by any provisions of these terms and conditions.

9. Shipping

9.1 Your products ordered will be delivered by the expected delivery date indicated on the Shipment Confirmation except for events that are out of our control. If we cannot meet the expected delivery date due to events out of our control, we will contact you and inform you of the changed expected shipping date.

9.2 The shipping is completed when your product is delivered to the address you provided to us.

9.3 You are responsible for the product from the time when shipping of your product is completed.

9.4 You own the product from the time when we are paid in full including shipping fee.

9.5 Please note that there are some addresses to which delivery is not completed within expected delivery time and in general most of such addresses are located in remote rural areas. For inquiry related to order, please contact bn03011825@kolon.com.

9.6 We accept orders with shipping address in Korea only.

10. Shipping fee

10.1 If you purchase a product on Bang & Olufsen website, no shipping fee is charged.

11. Price

11.1 We will update the product price on our website as and when needed. We will make all reasonable efforts to make sure that accurate price information is provided at the timing of product price release. If you find any errors in the price of the product you ordered, please read the Article 11.4 below.

11.2 The price of our products may change as needed but the changes will not affect the orders we confirmed on order confirmation.

11.3 The price of the product includes VAT at current tax rate according to Value-Added Tax Act (if applicable).

11.4 We have many kinds of products on our website. There is always the possibility that the price of some products may be incorrectly posted despite our reasonable efforts. If we find error in the price of the product, we will let you know the error and give you an option to continue to purchase of the product or cancel your order. In this case, we will not proceed your order until we receive any instruction from you. If we cannot contact you with the contract information you provided in the order process, we handle it as cancellation and let you know in written form. Please note that we do not have to provide the product at the wrong (lower) price if you could reasonably have recognized the error in the price.

12. Payment and pre-order

You can pay for the goods in credit card, various simple payment or other method of deposit. However, payment method is subject to change depending on the circumstances of the company.

You need to agree that we provide this product for your own purpose and you will not use this product for resale.

13. Our responsibility for consumers

13.1 If we do not comply with these terms and conditions, we shall be responsible for a loss or damage suffered by use as a result of the breach of these terms and conditions or negligence but we shall not be responsible for any loss or damage which is not predictable. If the consequences are explicitly caused by the breach of these terms and conditions or loss or damage expected by you or us at the timing of signing this contract are predictable.

13.2 We provide this product for personal use only. You shall agree that you will not use this product for distribution (resale) purpose and we shall not be responsible for your loss of revenue, loss of business, loss of goodwill or loss of business opportunity.

14. Events beyond our control

14.1 We shall not be liable for any failure or delay of fulfilling our obligations under this contract caused by events out of our control. The events out of our control are defined in Article 14.2 below.

14.2 Events beyond our control includes but not limited to strikes, lock-outs or other disputes by the third party, civil commotions, riots, invasions, terrorist attacks or threats of terrorist attack, war (whether it is declared or not), threats or preparation of war, fire, explosion, storm, flood, earthquake, settlement, infectious diseases, or other natural disaster, public or private communications network error and unavailability of public and private transportation means including ship, aircraft and vehicle or other acts or events which are out of our control reasonably.

14.3 If fulfillment of our obligation is impacted by events out of our control.

- a. We will contact you as soon as possible using a reasonable method;
- b. our obligations under this agreement will be suspended and the time to fulfill our obligations shall be extended by the duration of the events beyond our control. If the events out of our control have an impact on the shipping of your product, we will decide new shipping date together with you after the events out of our control end.

15. Communication

15.1 "In written form" in these terms and conditions includes e-mail communication.

- a. If you cancel this contract according to your statutory right specified in Article 8.1, please contact us via our website, e-mail (bno3011825@kolon.com) or call (+82-2-2135-1380). You may retain the copy of cancellation notice for keeping record.

You may contact us via e-mail (bno3011825@kolon.com) for other inquiries. You may also contact us via customer service call number.

15.2 If we need to communicate with you or give you notice in written form, we will communicate with you via e-mail.

16.1 We may transfer the rights or obligations under this contract to other organization but this is not applicable to your rights and obligations under these terms and conditions.

16.2 You may transfer your rights or obligations under these terms and conditions as long as we provide consent in writing.

16.3 This contract is made between you and us and others do not have the right to fulfill the conditions under this contract.

16.4 The provisions of these terms and conditions are applicable individually. If a court or relevant authority judges that one of the provisions is not lawful or enforceable, other provisions remain effective.

16.5 Even though we do not claim your fulfillment of obligations under these terms and conditions, do not exercise our rights or delay the exercise of our rights, it does not mean that we waive our right to you or you don't need to comply with such obligations. We will indemnify you of non-fulfillment only in writing and this does not mean that we will indemnify you of future non-fulfillment automatically.

16.6 Please note that these terms and conditions are governed by Korean law. It means that this contract for the purpose of product via website or any disputes of claims that may arise from this contract shall be governed by the Korean law. We and you agree that any disputes or claims that may arise from this contract or major content in this agreement shall be resolved under the exclusive jurisdiction of Seoul Central District Court (including disputes or claims not under this contract).

17. Warranty details

Warranty period

- 2-year warranty is provided under the Bang & Olufsen policy but 3-year warranty is provided for some products.
- Products with 3-year warranty period

Beosound 1 GVA / Beosound 2 GVA / Beosound Stage / Beosound Balance / Beosound Level / Beosound Edge

Beoplay A9 4th Gen / Beoplay H95 / Beoplay HX / Beoplay Portal / Beolit 20

- Please note that warranty period is subject to change without prior notice in accordance with policy of Bang & Olufsen HQ.

Scope of quality warranty

- If there is a defect in Bang & Olufsen product due to wrong materials or functions (with the judgement of Bang & Olufsen service center)
2-year warranty is provided from the purpose of product (3-year warranty is provided for some products).
- This warranty is effective only when the product is used in the country of purchase.

Out of warranty scope – Product repair or replacement is not warranted for the following cases.

- Improper use, misuse, negligence or use of product without care
- Accidental damage or defect that is caused by manipulation of product without following Bang & Olufsen user manual
- Use of the product for purposes other than original purpose of the product
- Assembly or installation of parts not following the instruction of Bang & Olufsen
- Use of parts and accessories which are not genuine Bang & Olufsen's parts and accessories
- Improper installation (except for the installation done by Bang & Olufsen's service personnel)
- Repair or modification done by people other than Bang & Olufsen's service personnel
- Reduction of battery discharge time due to the battery life and use

Summary of warranty coverage

- Even though you receive product repair or replacement according to warranty coverage, warranty period is effective from the time of initial purchase.
- Warranty service is additional benefit and it does not have an impact on statutory rights of a consumer.
- Warranty is effective from initial purchase date (or delivery date).
- You need to provide evidence of purchase before you get warranty service for the Bang & Olufsen products.
If you cannot provide such evidence, warranty service may be restricted. We advise you to keep the purchase receipt.
- All matters related to warranty service will be handled via Bang & Olufsen official service center.
- All replaced parts will become the property of Bang & Olufsen.