



Faberge AB (publ)

PRESS RELEASE

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Faberge to let premises to Björn Borg AB

Faberge has signed a lease with Björn Borg AB for the property on Apotekaren 22, Tulegatan 11/Kungstensgatan 23. The premises cover approximately 2,000 square metres on three floors and will be used for offices and showrooms. The tenant is scheduled to move in on 1 December 2011.

The premises is located in the courtyard house which is designed by the architect Ferdinand Boberg in the early 1900s. Its spectacular high ceilings and large windows are well-suited to Björn Borg's operations.

"We are very pleased to have succeeded in attracting well-known and dynamic companies such as Björn Borg as long-term customers. Approximately 30,000 square metres of the property's total area have been renovated, and some 15,000 square metres are currently being modernised. We have created entirely new floor plans for Björn Borg, such as a mezzanine-floor solution, and we have converted unutilised maintenance space into modern offices. This is very positive for the continued development of the property, which is attracting an increasing number of interesting companies," says Urban Sjölund, Property Manager at Faberge.

"From our standpoint, Björn Borg's relocation to new premises is in line with our strategy of expanding and establishing our brand name internationally. With this move, we now have the opportunity to realise the full potential of our brand. We can create space adapted to our operations and expose our products in a spectacular manner. The premises will also provide us with the opportunity to incorporate the entire production chain in an efficient and integrated manner, from design to the display of finished products," comments Arthur Engel, President and CEO of Björn Borg AB.

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For further information, please contact:

Christian Hermelin, CEO, tel: +46 (0)8-555 148 25, +46 (0)733-87 18 25

Åsa Bergström, Deputy CEO and CFO, tel: +46 (0)8-555 148 29, +46 (0)706-66 13 80

Urban Sjölund, Property Manager, tel: +46 (0)8-555 148 50, +46 (0)733-87 18 50

Faberge AB (publ) is one of Sweden's leading property companies focusing on commercial premises. The carrying amount of the company's property portfolio is approximately SEK 27.7bn. The portfolio is concentrated in the Stockholm region and has an annualised rental value of SEK 2.1bn and a lettable area of 1.1m sqm. Faberge's shares are listed on the Nasdaq OMX Stockholm, Large Cap segment

Description of the company Björn Borg:

Björn Borg is a Swedish company that owns and develops the Björn Borg brand. The Björn Borg brand is recognized for its high-quality products and creative and innovative design, influenced by the sporting heritage associated with the Björn Borg name. Underwear forms its core and largest business area. The offering also includes associated products, sportswear, and, through licensees, bags, fragrances and eyewear. Björn Borg products are currently sold in some 17 markets, the largest of which are the Netherlands and Sweden.

This constitutes information that Faberge AB (publ) may be legally obliged to publish under the Securities Market Act and/or the Financial Instruments Trading Act. The information was released for publication at 9:00 am CET on 3 May 2011.

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