



Bong announces prospectus

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The prospectus relating to Bong AB's (publ) ("Bong") previously announced and placed senior secured bonds to be traded on Nasdaq Stockholm (Corporate Bonds List) is now available at www.bong.com and at Bong's offices at Uddevägen 3, SE-291 25 Kristianstad.

On December 15, 2015, Bong announced that it successfully placed senior secured bonds in the amount of MSEK 200. The bonds were issued on 21 December 2015, have a three year tenor and a fixed annual interest rate of 10. percentage points. In conjunction with the issue Bong announced its intention to list the bonds on the regulated market of Nasdaq Stockholm (Corporate Bonds List) within six months from issuance. Bong now announces the prospectus, which today has been approved and registered by the Swedish Financial Supervisory Authority, relating to the admittance to trading in these bonds on Nasdaq Stockholm (Corporate Bonds List), commencing on 9 June 2016. The prospectus is available at www.bong.com and at Bong's offices at Uddevägen 3, SE-291 25 Kristianstad.

About Bong

Bong is a leading provider of specialised packaging and envelope products in Europe, offering solutions for distribution and packaging of information, advertising materials and lightweight goods. Important growth areas in the Group are packaging within retail and e-commerce and the envelope market within Eastern Europe. The Group has annual sales of approximately SEK 2.3 billion and about 1,600 employees in 16 countries. Bong has strong market positions in the majority of key markets in Europe, and the Group sees interesting possibilities for continued expansion and development. Bong is a public limited company whose stock is quoted on the Nasdaq Stockholm (Small Cap).

Bong AB (publ) discloses the information in this press release pursuant to the Securities Markets Act. The information was provided for public release on 8 June, 2016 at 9.30 am CET.

Important information

This press release does not constitute an offer of any securities of Bong. No transaction described in this press release is directed to shareholders or other investors domiciled in the United States, Australia, Hong Kong, Japan, Italy, Canada, Singapore, South Africa or New Zealand, or in any other country where any such transaction would require additional prospectuses, registration or other measures other than those pursuant to Swedish law or would conflict with regulations in such country. No shares, interim shares, subscription rights, convertibles or other securities issued by Bong have been or will be registered in accordance with the United States Securities Act of 1933, or in accordance with any securities legislation in any state of the United States or any province in Canada. Accordingly, no new shares, interim shares or other securities issued by Bong may be transferred or offered for sale in the United States or Canada, other than in such exceptional cases that do not require registration. The transactions described in this press release are directed only at (i) persons who are outside the United Kingdom; (ii) investment professionals falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (as amended); or (iii) persons to whom they can otherwise lawfully be directed at.

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