



Issuer Björn Borg AB

Holder

SEB Asset Management S.A.

Instrument

Instrument Aktie SE0001289190

Before the transaction

Shares 230,200
Voting rights 230,200

Transaction

Reason for major shareholding notification Share loan
Date 14/05/2010
Limit for number of shares 5 %
Limit for number of votes 5 %

After the transaction

Quantity

Shares 1,430,200
Directly held voting rights 1,430,200
Indirectly held voting rights 0

Percentage

Directly held shares 5.68705 %
Directly held voting rights 5.68705 %
Indirectly held voting rights 0 %

Resulting distribution of total holdings

	Percentage of voting rights:	Number of underlying shares:
Shares		

Instruments - FITA Ch. 4, section 2, first paragraph, line 2
Instruments - FITA Ch. 4, section 2, first paragraph, line 3

- Physically settled
- Cash settled

Total

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