

30 November 2010

Press release

Magnus Telling new CFO at Björn Borg

Magnus Teeling has been appointed new CFO at Björn Borg and enters his position in January, 2011. Most recently, Magnus held the position as CFO at the listed IT company Tilgin and was before that head of finance at Aroma, and accountant and consultant within Transaction Services at KPMG.

Present CFO Johan Mark has chosen to move on to another position outside the company and leaves his position at year-end.

For further information, please contact:

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About Björn Borg

The Group owns the Björn Borg trademark and its operations are focused on underwear. To that is offered adjacent products, footwear and through licensees also bags, eyewear and fragrances. Björn Borg products are sold in around fifteen markets, of which Sweden and Holland are the largest. The Björn Borg Group has operations at every level from branding to consumer sales in its own Björn Borg stores. Total sales of Björn Borg products in 2009 amounted to almost SEK 1.9 billion, excluding VAT, at the consumer level. Group net sales amounted to SEK 520 million as per December 31, 2009, with 92 employees. The Björn Borg share is listed on the Nasdaq OMX Nordic in Stockholm since 2007.