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Press release

Björn Borg's annual report 2011

The annual report for 2011, Swedish version, is now available at Björn Borg's website, www.bjornborg.com. An English version will be published shortly.

For further information, please contact:

Björn Borg AB, phone +46 8 506 33 700



The Group owns the Björn Borg trademark and its core business is underwear. It also offers sports wear, footwear, bags, eyewear and fragrances through license. Björn Borg products are sold in around twenty markets, of which Sweden and the Netherlands 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 2011 amounted to around SEK 1.7 billion, excluding VAT, at the consumer level. Group net sales amounted to SEK 537 million as per December 31, 2011, with 131 employees. The Björn Borg share has been listed on NASDAQ OMX Nordic in Stockholm since 2007.