



Issuer Björn Borg AB

Holder

SEB Asset Management S.A.

Instrument

Instrument Shares SE0005188349

Before the transaction

Shares 1,586,200
Voting rights 1,586,200

Transaction

Reason for major shareholding notification Sell
Date 25/10/2013
Limit for number of shares 5 %
Limit for number of votes 5 %

After the transaction

Quantity

Shares 953,942
Directly held voting rights 953,942
Indirectly held voting rights 0

Percentage

Directly held shares 3.79 %
Directly held voting rights 3.79 %
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

Group total holdings

Voting rights 953,942
Percentage of voting rights 3.79

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