

Stockholm, Sweden, 31 May 2013

Press release

REDUCED NUMBER OF SHARES AND VOTES IN BJÖRN BORG AB

The Annual General Meeting 2013 of Björn Borg resolved on a so-called automatic share redemption procedure, including a share split through which one (1) existing share in the company was split into two (2) shares. As a result of the share split, the number of shares in Björn Borg was temporarily increased by 25,148,384 shares to a total of 50,296,768 shares. This has been previously announced in a press release on 30 April 2013.

The 25,148,384 new shares (the so-called redemption shares) have thereafter been redeemed as part of the share redemption procedure, whereby the number of shares in Björn Borg, following the redemption, is 25,148,384 shares, i.e. the same number as before the share split.

For further information, please contact:

Magnus Teeling, CFO, telephone +46 708 50 55 37, magnus.teeling@bjornborg.com

Björn Borg is required to publish this information pursuant to the Swedish Financial Instruments Trading Act (1991:980), Chapter 4, paragraph 9. The information was released for publication on 31 May, 2013 at 9 a.m. (CET).

About Björn Borg

The Group owns the Björn Borg trademark and its operations are focused on underwear. To that is offered sports wear and fragrances and through licensees also footwear, bags and eyewear. Björn Borg products are sold in around thirty 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 2012 amounted to around SEK 1,6 billion, at the consumer level. Group net sales amounted to approximately SEK 551 million as per December 31, 2012, with 139 employees. The Björn Borg share is listed on the Nasdaq OMX Nordic in Stockholm since 2007.