

Press Release, Stockholm 2018-03-23

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Proposal by the Nomination Committee regarding the Board of Directors in Björn Borg AB

Björn Borg AB hereby declares the Nomination Committee's proposal for the Annual General Meeting regarding the Board of Directors and Chairman of the Board.

The Nomination Committee proposes that the Board of Directors shall consist of six directors. The Nomination Committee proposes to re-elect Christel Kinning, Fredrik Lövstedt, Mats H Nilsson and Heiner Olbrich as members of the Board of Directors. The Nomination Committee has furthermore proposed to elect Göran Carlson and Alessandra Cama as new Board members. Martin Bjäringer and Lotta de Champs have declined re-election. The Nomination Committee has proposed that Heiner Olbrich is re-elected as Chairman of the Board of Directors.

The proposed new Board member, Alessandra Cama, has international experience from consumer goods and is specialised in brand growth strategies. Alessandra is currently Managing Director at Warsteiner, a leading German beer brand. Alessandra's prior experience includes various positions within GfK, a market intelligence & data science company, and partner at Roland Berger Strategy Consultants.

The proposed new Board member, Göran Carlson, is entrepreneur with own investment operations in both listed and unlisted companies. Göran's prior experience includes CEO and owner of Departments & Stores, founder and deputy chairman of pharmacy chain Medstop and chairman of the public listed company Haldex AB. Current assignments of Göran are chairman of Actic Group AB, deputy chairman of Svenskt Tenn, director of Haldex AB and Budbee AB. Owns through company 73,000 shares in Björn Borg.

The Nomination Committee's other proposals will be presented in the notice to attend the Annual General Meeting.

The Nomination Committee for the Annual General Meeting 2018 consists of Marianne Flink (elected by Swedbank Robur), Martin Bjäringer (elected by himself), Mats H Nilsson (elected by himself), Thomas Ehlin (elected by the Fourth Swedish National Pension Fund) and Heiner Olbrich (Chairman of the Board of Directors).

The Annual General Meeting will be held on Thursday 17 May 2018 in Stockholm.

For additional information:

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ABOUT BJÖRN BORG: The Group owns the Björn Borg trademark and its core business is underwear and sportswear. It also offers footwear, bags and eyewear through licensees. 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 2017 for about SEK 1,5 billion, excluding VAT, at consumer level. Group net sales amounted to SEK around 696 MSEK in 2017, with an average of 212 employees. The Björn Borg share has been listed on Nasdaq Stockholm since 2007.