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JENS NYSTRÖM NEW CFO AT BJÖRN BORG

Björn Borg has appointed Jens Nyström as new CFO. Jens will also be a member of Björn Borg Group's management team and will report to the group CEO Henrik Bunge.

Jens has several years of experience from various financial positions, most recently as CFO at outdoor clothing company Haglöfs.

- I am very happy to welcome Jens to Björn Borg. Jens will play an important role in the continuing development of the company and will fit perfectly into our team, said CEO Henrik Bunge.

Jens will replace the current CFO Daniel Grohman, who will remain in the company and assume the role as Business Development Director. He will also remain a member of the group management team.

Comments Jens Nyström:

- It feels great to become a part of Björn Borg. I look forward to contributing to the work with strengthening the brand's position as a sport fashion brand, and also to be part of Björn Borg's strong business culture.

Jens will take office during autumn 2018, and Daniel will at the same time assume his new role as Business Development Director.

For further information, please contact:

Henrik Bunge, CEO

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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.