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Björn Borg announces date of the annual general meeting and updates financial calendar

As previously announced, Björn Borg AB has postponed its annual general meeting due to the Corona virus. The annual general meeting will be held on June 18, 2020 and the notice convening the annual general meeting will be issued no later than four weeks prior to the meeting.

The spread of the Corona virus has caused a strained work situation within the Group and also affected the audit. Björn Borg therefore postpones the publication of the annual report for the financial year 2019 to May 14, 2020.

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ABOUT BJÖRN BORG: The Group owns the Björn Borg trademark and its core business is underwear, sportswear and bags. It also offers footwear 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 2019 for about SEK 1,6 billion, excluding VAT, at consumer level. Group net sales amounted to SEK around 757 MSEK in 2019, with an average of 213 employees. The Björn Borg share has been listed on Nasdaq Stockholm since 2007.