

BJÖRN BORG

Stockholm, Sweden, 11 March 2013

Press release

The Nomination Committee's proposal regarding the Board of Directors of Björn Borg AB (publ)

The Nomination Committee of Björn Borg proposes election of Isabelle Ducellier as a new director of the Board. Isabelle Ducellier is CEO of Pernod Ricard Sverige and will add valuable expertise in, e.g. retail and international distribution. The Nomination Committee also proposes re-election of the directors Kerstin Hessius, Fredrik Lövestedt, Mats H Nilsson, Vilhelm Schottenius and Michael Storåkers. Fabian Månsson has declined re-election, but will support the company management in an advisory capacity going forward. He will also remain as Chairman of the Board for the Group company Björn Borg Sport B.V. Fredrik Lövestedt is nominated for re-election as Chairman of the Board.

Information about the members of Björn Borg's Nomination Committee and the Board of Directors can be found on Björn Borg's website www.bjornborg.com (corporate.bjornborg.com). The other proposals of the Nomination Committee are presented in the notice to Björn Borg's Annual General Meeting.

The Annual General Meeting will be held on Wednesday 17 April 2013, in Stockholm.

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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 twenty 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.