

Press Release, Stockholm 2017-06-07

NEW MD AT BJÖRN BORG BENELUX.

On June 1, Antoine Huizinga, former Sales Director at Björn Borg Benelux, takes the helm as Managing Director for Björn Borg Benelux after former MD Luc Versmissen has decided to step down from the position to take on new challenges going further.

Antoine Huizinga is an appreciated manager that has worked within the company for six years.

"Antoine has done a fantastic job both as Sales Director for Björn Borg Sport and as Export Director for Björn Borg Group and is a great match also with his previous background within Puma. I am delighted to be able to announce his promotion today and would also like to take the opportunity to thank Luc for his hard work and contribution to building our brand in the Benelux region for the past thirteen years. I wish him the best of luck with his future challenges",
Henrik Bunge, CEO Björn Borg Group.

Luc Versmissen will leave the company as of July 1, 2017.



Antoine Huizinga

FOR FURTHER INFO, 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 2016 for about SEK 1,6 billion, excluding VAT, at consumer level. Group net sales amounted to SEK around 632 MSEK in 2016, with an average of 133 employees. The Björn Borg share has been listed on NASDAQ Stockholm since 2007.