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Björn Borg Annual Report 2018

The Björn Borg Annual Report and Sustainability Report for 2018 are now available at the corporate website:

<https://corporate.bjornborg.com/en/section/investors/annual-reports/>

<https://corporate.bjornborg.com/en/section/sustainability/sustainability-reports/>

As previously communicated, the Björn Borg Annual General Meeting will be held on May 14, 2019, at the Björn Borg Head Quarters, Tulegatan 11, 113 53 Stockholm. Please register for the AGM through the company website at

<https://corporate.bjornborg.com/en/annual-general-meeting-2019>

Björn Borg Group

The Björn Borg Group owns and develops the Björn Borg brand. The focus of the business is underwear and sports apparel as well as the licensing of footwear, bags, eyewear and home products (bedding and towels). Björn Borg products are sold in around 20 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 and e-commerce. Operations comprise brand development and services for the network of licensees and distributors as well as product development in the core underwear and sports apparel businesses. The Group is also responsible for distribution of underwear and sports apparel in Sweden, England, Finland, the Netherlands, Belgium and Germany as well as footwear in Sweden, Finland and the Baltic countries. The Björn Borg share has been listed on Nasdaq Stockholm since 2007.

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This information is information that Björn Borg AB is obliged to make public pursuant to the Securities Markets Act. The information was submitted for publication on April 17, 2019 at 12:00 am (CET).

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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 2018 for about SEK 1,6 billion, excluding VAT, at consumer level. Group net sales amounted to SEK around 710 MSEK in 2018, with an average of 213 employees. The Björn Borg share has been listed on Nasdaq Stockholm since 2007.