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BJÖRN BORG POSTPONES THE ANNUAL GENERAL MEETING

Due to the situation that the outbreak of the Corona virus has caused, Björn Borg AB has decided to postpone the annual general meeting 2020.

The annual general meeting will be held on June 30, 2020 at the latest in accordance with current legislation. The notice convening the annual general meeting will be issued no later than four weeks prior to the meeting.

Björn Borg has updated the financial calendar, and intends to publish the annual report on April 30, 2020. Should this date need to be changed, Björn Borg will announce this through a press release.

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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.