

PROXY

This proxy form is provided by Björn Borg AB (publ) in accordance with the Swedish Companies Act, Chapter 7 Section 54a, for purposes of the annual shareholders' meeting 2010. Shareholders who wish to be represented by a proxy may use this proxy form. The proxy is requested to submit the proxy in original to Björn Borg well before the meeting. If the proxy is issued by a legal entity, a certificate of registration must be attached. The proxy is only valid for a period not exceeding one year from the date of issuance.

Proxy holders name: _____

Proxy holders civic registration no./org. no.: _____

or anyone appointed by the proxy holder, is hereby authorized to represent and vote for me and all of my shares in Björn Borg AB (publ) org. no. 556658-0683, at the annual shareholders' meeting of Björn Borg on 15 April 2010.

Date: _____

Shareholder: _____

Signatures by authorized representatives of the shareholder:

Clarification of signatures: _____

Civic registration no.: _____

Daytime phone no.: _____