



Stockholm, May 24, 2007

Additional institutional investors acquire holdings in Björn Borg

A number of Swedish and foreign institutional investors have today acquired 2,669,040 shares in Björn Borg AB, corresponding to approximately 11 percent of the total number of shares in the company. The sellers of the shares – Martin Bjäringer, Fredrik Lövestedt, Mats H Nilsson, Håkan Roos, Vilhelm Schottenius and Nils Vinberg – have each divested approximately 25 percent of their particular holdings in the company.¹

“Björn Borg is experiencing increasing interest from institutional investors and the move to the Stockholm Stock Exchange’s Nordic List is enabling more players to invest in the company. In connection with this, a number of the company’s largest and long-term owners have decided to provide space for new shareholders, by reducing their respective holdings. I am of the opinion that a broadening of the base of institutional shareholders will make a positive contribution by establishing stable and long-term ownership of Björn Borg,” says Fredrik Lövestedt, Chairman of the Board of Björn Borg AB

SEB Enskilda assisted in the transaction.

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About Björn Borg

The Group develops and conducts its operations under the Björn Borg brand. The operations currently comprise the following five product areas: clothing, footwear, bags, eyewear and fragrances. Björn Borg products are sold in ten markets in Europe, the largest of which are Sweden and the Netherlands. Sales of Björn Borg products in 2006 totaled SEK 1,404 million at the consumer level. The Group’s sales during the same period amounted to SEK 325 million and profit after financial items to SEK 81 million. The company has 64 employees. The Björn Borg share has been traded in the Mid Cap segment of the Stockholm Stock Exchange’s Nordic List since May 7, 2007.

¹ For certain of the sellers, the sale included shares held by closely related parties.