

16 April 2008

Press release

Report from Björn Borg's Annual General Meeting 2010

The Annual General Meeting of Björn Borg AB was held at 5 pm on 15 April, 2010 at the company's offices in Stockholm.

The Annual General Meeting adopted the income statement and balance sheet, the consolidated income statement and the consolidated balance sheet for the year 2009. The Annual General Meeting resolved a dividend of SEK 5.00 per share. Payment through Euroclear Sweden AB is estimated to be made on Friday, 23 April 2010.

Directors and auditors

The Annual General Meeting resolved to re-elect the Directors Monica Elling, Fredrik Lövestedt, Fabian Månsson, Mats H Nilsson, Vilhelm Schottenius, Michael Storåkers and Nils Vinberg. Kerstin Hessius was elected new Director. The Meeting resolved to re-elect Fredrik Lövestedt as Chairman of the Board of Directors. Further the Meeting resolved that the Chairman of the Board is to receive SEK 300,000 (no change from previous year) and other Directors SEK 100,000 each (no change from previous year). The Meeting also decided that an annual remuneration henceforth is to be paid to board members for work on board committees with SEK 15,000 to each of the members of the remuneration committee and SEK 25,000 to the chairman of the committee, and SEK 25,000 to each of the members of the audit committee and SEK 40,000 to the chairman of the committee. The auditors shall be paid fair remuneration on approved accounts.

Authorization to resolve on new issues of shares, warrants and/or convertibles

In accordance to the Board of Directors' proposal, the Annual General Meeting, authorized the Board of Directors, until the next Annual General Meeting, to resolve on new issues of shares, warrants or convertibles on one or several occasions, with or without deviation from the shareholders' preferential rights. The reasons for deviating from the shareholders' preferential rights shall be to enable directed share issues for the purpose of acquisitions of complete or part of companies or businesses, alternatively for raising capital to be used for such acquisitions.

Authorization to resolve on acquisition and transfer of the company's own shares

The Annual General Meeting authorized the Board of Directors, until the next Annual General Meeting, to resolve on the acquisition and transfer of the company's own shares, on one or several occasions, to the extent that the shareholding of the company, after such acquisitions, does not exceed ten percent of all the shares in the company. Further, the Meeting authorized the Board of Directors, until the next Annual General Meeting to resolve on transfers of shares in the company to third parties on one or several occasions. Transfers may be made of a maximum of so many shares, which the company from time to time possesses. The reasons for the Board of Directors' right to deviate from the shareholders' preferential rights shall be to enable financing of any acquisitions of companies and other kinds of strategic investments in a cost-efficient way.

Guidelines for remuneration to the executive management

The Meeting adopted the Board of Directors' proposal regarding guidelines for remuneration to the executive management, comprising of the managing director and the other individuals in the executive management.

Nomination committee

The Annual General Meeting approved the nomination committee's proposal regarding the nomination committee.

For further information, please contact:

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Björn Borg is required to make public the information in this press release in accordance with the Securities Market Act. The information was released for publication on April 16, 2010 at 08.00 a.m. (CET).

About Björn Borg

The Group owns the Björn Borg trademark and its operations are focused on underwear. To that is offered adjacent products, footwear and through licensees also bags, eyewear and fragrances. Björn Borg products are sold in around fifteen markets, of which Sweden and Holland 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 2009 amounted to almost SEK 2 billion, excluding VAT, at the consumer level. Group net sales amounted to SEK 520 million as per December 31, 2009, with 92 employees. The Björn Borg share is listed on the Nasdaq OMX Nordic in Stockholm since 2007.