

Stockholm, 31 May 2011

Press release

Decreased number of shares in Björn Borg

The Annual General Meeting 2011 of Björn Borg resolved on a so-called automatic share redemption procedure, including a share split through which one (1) existing share in the company was split into three (3) shares. As a result of the share split, the number of shares in Björn Borg was temporarily increased, on 18 April 2011, by 50,296,768 shares to a total of 75,445,152 shares. This has been communicated before in a press release on 29 April.

The 50,296,768 new shares (the so-called redemption shares) have thereafter, on 17 May 2011, been redeemed as part of the share redemption procedure, whereby the number of shares in Björn Borg, following the redemption, is 25,148,384 shares, i.e. the same number as before the share split.

This information is published pursuant to the Swedish Financial Instruments Trading Act (1991:980), Chapter 4, paragraph 9.

For further information, please contact:

Magnus Teeling, CFO, phone 08-506 33 700, magnus.teeling@bjornborg.com



The Group owns the Björn Borg trademark and its core business is underwear. It also offers clothes, footwear, bags, eyewear and fragrances 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 2010 amounted to almost SEK 1.7 billion, excluding VAT, at the consumer level. Group net sales amounted to SEK 536 million as per December 31, 2010, with 100 employees. The Björn Borg share has been listed on NASDAQ OMX Nordic in Stockholm since 2007.