

BJÖRN BORG

Stockholm, Sweden, May 3, 2012

Press release

Björn Borg publishes prospectus and applies for listing of issued bond loan on NASDAQ OMX Stockholm

On March 30, 2012, Björn Borg AB (publ) announced that the company had issued a five-year, unsecured, bond loan of SEK 200 million. In accordance with the terms and conditions of the bond loan, Björn Borg has undertaken to apply for listing of the bonds on NASDAQ OMX Stockholm. In connection with listing of the bonds, Björn Borg has prepared a prospectus.

The prospectus has been approved by the Swedish Financial Supervisory Authority and Björn Borg has applied for listing of the bonds on NASDAQ OMX Stockholm.

The prospectus is now published on Björn Borg's webpage www.bjornborg.se and will be made available on the Swedish Financial Supervisory Authority's webpage www.fi.se. The information is only available in Swedish.

The announcement of the prospectus and the application for listing of the bonds on NASDAQ OMX Stockholm is a consequence of the terms and conditions of the bond loan and is not in any part an offer from Björn Borg to subscribe for or acquire bonds.

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Björn Borg is required to make public this information in accordance with the Swedish Securities Market Act and/or the Financial Instruments Trading Act. The information was released for publication on May 3, 2012 at 10.30 a.m. (CET).



The Group owns the Björn Borg trademark and its core business is underwear. It also offers sports wear, footwear, bags, eyewear and fragrances through license. 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 2011 amounted to around SEK 1.7 billion, excluding VAT, at the consumer level. Group net sales amounted to SEK 537 million as per December 31, 2011, with 131 employees. The Björn Borg share has been listed on NASDAQ OMX Nordic in Stockholm since 2007.