

Stockholm, Sweden, 30 April 2013

Press release

TEMPORARY INCREASE IN THE NUMBER OF SHARES IN BJÖRN BORG AB

The Annual General Meeting of Björn Borg 2013 resolved on a so-called automatic share redemption procedure. The share redemption procedure involves a share split, whereby one (1) existing share in the company is split into two (2) shares. As a result of the share split, the number of shares in Björn Borg has increased by 25,148,384 shares during April. The number of shares in Björn Borg is, following the share split, 50,296,768 shares.

The 25,148,384 new shares are so-called redemption shares which will be redeemed by Björn Borg as part of the share redemption procedure. Thereafter, the number of shares in Björn Borg will amount to 25,148,384, i.e. the same number as prior to the share split.

As consequence of the automatic redemption of shares, the ordinary Björn Borg share will as from 25 April 2013 be traded with the new ISIN code SE0005188349.

For further information, please contact:

Magnus Teeling, CFO, telephone +46 708 50 53 37, magnus.teeling@bjornborg.com

Björn Borg is required to publish this information pursuant to the Swedish Financial Instruments Trading Act (1991:980), Chapter 4, paragraph 9. The information was released for publication on 30 April, 2013 at 9 a.m. (CET).

About Björn Borg

The Group owns the Björn Borg trademark and its operations are focused on underwear. To that is offered sports wear and fragrances and through licensees also footwear, bags and eyewear. Björn Borg products are sold in around thirty 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 2012 amounted to around SEK 1,6 billion, at the consumer level. Group net sales amounted to approximately SEK 551 million as per December 31, 2012, with 139 employees. The Björn Borg share is listed on the Nasdaq OMX Nordic in Stockholm since 2007.