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Press release

TEMPORARY INCREASE IN THE NUMBER OF SHARES IN BJÖRN BORG AB

The Annual General Meeting 2014 of Björn Borg 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.

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About Björn Borg

The Group owns the Björn Borg trademark and its core business is underwear. It also offers sportswear and fragrances as well as footwear, luggage & bags and eyewear through licensees. Björn Borg products are sold in around thirty 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. In total, there are 38 Björn Borg stores, of which 17 are operated in the Group. Total sales of Björn Borg products in 2013 amounted to around SEK 1.5 billion at the consumer level. Group net sales amounted to SEK 499 million in 2013, with 159 employees. The Björn Borg share has been listed on NASDAQ OMX Nordic in Stockholm since 2007.