

Patrik Nilsson appointed as Björn Borg Game Changer Ambassador

Just days before the prestigious Ironman Copenhagen, triathlete Patrik Nilsson – Swedish Ironman record holder and two-time Ironman Champion, is the next athlete to be presented as a Björn Borg Game Changer Ambassador. While most triathletes take years to develop into superstars in the discipline, 24-year-old Patrik has become one of the greatest and reached international top level in just a couple of years.



– It's flattering to be chosen to be the next Björn Borg Game Changer. I wanted to prove that it is possible to beat all norms and reach international top level at a young age. My dedication and motivation has helped me to reach my goals. Björn Borg is in an exciting phase as a sports brand, and I can definitely relate to their attitude and approach, says Patrik Nilsson.

Patrik is a former swimmer with a promising career who got into running. After some years with 800m-5000m running he took on running longer distances. But running started to feel monotonous and that's when he tried triathlon. This was the challenge he was in need of. He picked up his old swimming

skills and together with the cycling everything fell into place. Now he has the Swedish Ironman record, 8.08.05h, and his next goal is to win Ironman Copenhagen this Sunday, 21 Aug. 2016.

– Seeing how Patrik changes the meaning of the word *impossible* for young triathletes all over the world, we are proud to have him in our roster of game changer ambassadors, says Jonas Lindberg Nyvang, Marketing Director, Björn Borg.

Triathlon consists of swimming, cycling and running. An Ironman Triathlon is a series of long-distance triathlon races organized by the World Triathlon Corporation (WTC). It consists of a 3.86 km swim, a 180.25 km bicycle ride and a marathon run (42.20 km), raced in that order and without a break. It is widely considered one of the most difficult one-day sporting events in the world.

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ABOUT BJÖRN BORG: The Group owns the Björn Borg trademark and its core business is underwear and sportswear. It also offers footwear, 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. Total sales of Björn Borg products in 2014 amounted to about SEK 1.4 billion, excluding VAT, at the consumer level. Group net sales amounted to SEK 539 million in 2014, with an average of 129 employees. The Björn Borg share has been listed on NASDAQ Stockholm since 2007.