

PROXY

<p>This proxy form is provided by Björn Borg AB in accordance with the Swedish Companies Act, Chapter 7 Section 54a, for purposes of the annual shareholders' meeting 2017. Shareholders who wish to be represented by a proxy holder may use this proxy form. The proxy holder is requested to submit the proxy in original to Björn Borg AB well in advance of the meeting. If the proxy is issued by a legal entity, a certificate of registration or similar document must be attached.</p>	
Name of proxy holder:	
Civic registration no:	
or anyone appointed by the proxy holder, is hereby authorized to represent and vote at the annual shareholders' meeting of Björn Borg AB, org. no. 556658-0683 on 11 May 2017 for	
<input type="checkbox"/>	all my shares in Björn Borg AB
	number of shares in Björn Borg AB (if the shareholder does not intend that the proxy holder shall be able to vote for all the shareholder's shares in Björn Borg AB)
Date:	
Shareholder:	
Signature by authorized representatives of the shareholder:	
Clarification of signature:	
Civic registration no:	
Daytime telephone no:	