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Björn Borg Annual Report 2016.

The Björn Borg Annual Report for 2016 is now available at

<https://corporate.bjornborg.com/en/section/investors/annual-reports/>

As previously communicated, the Björn Borg Annual General Meeting will be held on May 11, 2017, at the Björn Borg Head Quarters, Tulegatan 11, 113 53 Stockholm. Please register for the AGM through the company website at <https://corporate.bjornborg.com/en/annual-general-meeting-2017/>

An English translation of the Annual Report will be uploaded to the website on May 11 at the latest.

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