

Stockholm, Sweden, 11 May 2017

Press release**REPORT FROM BJÖRN BORG'S ANNUAL GENERAL MEETING 2017**

The Annual General Meeting of Björn Borg AB was held at 5.30 p.m. on 11 May 2017 at the company's offices in Stockholm.

The Annual General Meeting adopted the income statement and balance sheet, the consolidated income statement and the consolidated balance sheet for the year 2016. The Annual General Meeting resolved that no dividend be paid to the shareholders for the year 2016. Instead of a dividend, the Annual General Meeting resolved on a share redemption program as set out below.

Directors

The Annual General Meeting resolved to re-elect the Directors Fredrik Lövestedt, Martin Bjäringer, Lotta de Champs, Christel Kinning, Heiner Olbrich and Mats H Nilsson, meaning that the total number of Directors is six. Petra Stenqvist declined re-election. The Meeting resolved to elect Heiner Olbrich as new Chairman of the Board of Directors. Further the Meeting resolved that the remuneration to the Board shall be unchanged, which means that the Chairman of the Board receives SEK 375,000 and other Directors SEK 150,000 each. The Meeting also resolved that remuneration to be paid to the Directors for work on board committees shall be unchanged, which means SEK 16,000 to each of the members of the remuneration committee and SEK 27,000 to the Chairman of the remuneration committee, and SEK 55 000 to each of the members of the audit committee and SEK 80,000 to the Chairman of the audit committee.

Auditors

The Annual General Meeting resolved to re-elect Deloitte AB for the period until the end of the next Annual General Meeting. The Meeting also decided that fair remuneration to the auditors shall be paid on approved accounts.

Automatic share redemption procedure

The Annual General Meeting resolved on an automatic share redemption procedure, including a share split 2:1, in accordance with proposal by the Board of Directors. The procedure means a distribution to the shareholders of SEK 2.00 per existing share. The Annual General Meeting authorized the Board of Directors to set the record date for the share split, which is estimated to occur 22 May 2017. Payment of the redemption amount is estimated to take place by 15 June 2017, through Euroclear. ISIN code for redemption share is SE0009697253 and for original share SE0009697246.

Authorization to resolve on new issues of shares, warrants and/or convertibles

In accordance with the proposal by the Board of Directors, the Annual General Meeting authorized the Board of Directors, until the next Annual General Meeting, to resolve on new issues of shares, warrants and/or convertibles on one or several occasions, with or without deviation from the shareholders' preferential rights. The reasons for deviating from the shareholders' preferential rights shall be to enable directed share issues for the purpose of acquisitions of companies or businesses, in whole or in part, alternatively for raising capital to be used for such acquisitions.

Guidelines for remuneration to the executive management

The Meeting adopted the Board of Directors' proposal regarding guidelines for remuneration to the executive management, comprising the managing director and the other individuals in the executive management.

Nomination committee

The Annual General Meeting approved the nomination committee's proposal regarding the nomination committee.

Other

The CEO gave a presentation and answered questions.

For further information, please contact:

Fredrik Lövestedt, Director of the Board, telephone: +46 708 59 54 80, e-mail

fredrik.lovstedt@bjornborg.com

Documents from the AGM are available for download here:

<https://corporate.bjornborg.com/en/annual-general-meeting-2017/>

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 twenty 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 2016 amounted to about SEK 1.6 billion, excluding VAT, at the consumer level. Group net sales amounted to approximately SEK 632 million in 2016, with an average of 133 employees. The Björn Borg share has been listed on NASDAQ Stockholm since 2007.