SPORT COLLECTION GROWS

JULY 1 - SEPTEMBER 30, 2017

- The Group's net sales increased by 14.3 percent to SEK 205.7 million (180.0). Currency effects on sales were marginal in the quarter.
- The gross profit margin was 56.3 percent (50.4).
- Operating profit amounted to SEK 32.0 million (28.6).
- Profit after tax amounted to SEK 24.6 million (24.7).
- Earnings per share before and after dilution amounted to SEK 0.98 (0.95).

JANUARY 1 - SEPTEMBER 30, 2017

- The Group's net sales increased by 14.3 percent to SEK 526.2 million (460.2). Excluding currency effects sales increased by 13.3 percent.
- The gross profit margin was 52.6 percent (51.1).
- Operating profit amounted to SEK 38.5 million (42.8).
- Profit after tax amounted to SEK 26.3 million (29.0).
- Earnings per share before and after dilution amounted to SEK 1.04 (1.14).

QUOTE FROM THE CEO

"During a two-week period in August we created the highest measured PR value generated to date by a single campaign. The *Signature* tennis collection and fashion show received a lot of attention, including in Vogue magazine. After the campaign, the singer Lady Gaga did a yoga session wearing our *Clara High Waist Tights* and *Björn Borg Solid Triangle Bra*, which she immortalized in an Instagram post to her 26 million followers," commented CEO Henrik Bunge.

SEK millions	July-Sep 2017	July-Sep 2016	Jan-Sep 2017	Jan-Sep 2016	Oct 2016-Sep 2017	Full-year 2016
Net sales	205.7	180.0	526.2	460.2	697.6	631.6
Gross profit margin, %	56.3	50.4	52.6	51.1	51.5	50.3
Operating profit	32.0	28.6	38.5	42.8	59.8	64.2
Operating margin, %	15.6	15.9	7.3	9.3	8.6	10.2
Profit/loss after tax	24.6	24.7	26.3	29.0	44.2	46.9
Earnings per share before dilution, SEK	0.98	0.95	1.04	1.14	1.78	1.88
Earnings per share after dilution, SEK	0.98	0.95	1.04	1.14	1.78	1.88
Brand sales*	474	479	1,182	1,180	1,554	1,551

* Estimated total sales of Björn Borg products at the consumer level, excluding VAT, based on reported sales at the wholesale level.

CEO'S COMMENT

In the third quarter our sport collection continued to perform well, with brand sales growing by 22 percent. The increase was mainly driven by three collections and products:

- *Borg Tee*, our performance T-shirt in recycled polyester
- *Signature*, a tennis inspired vintage collection launched in connection with the film *Borg McEnroe: Some Stars Shine Forever*
- *Centre*, a sports inspired collection of timeless basics.

Net sales for the third quarter of the year were SEK 205.7 million, the highest sales figure the company has reported in a single quarter. The increase is largely a result of the acquisition of our former Benelux distributor. Aside from Benelux, organic growth (4.4 percent) was driven by continued growth in Finland, our own footwear distribution and growth in Germany. Traffic in our own stores continued to decline and we had a weak quarter with lower sales for comparable stores: Sweden (–9 percent), the Netherlands and Belgium (–7 percent) and Finland (–9 percent). We unfortunately had technical problems with our e-commerce operations during the quarter in connection with an upgrade of the e-commerce platform, resulting in a big sales drop year-on-year.

We had a solid gross profit margin of 56.3 percent, significantly better than the previous year (50.4). Adjusted for currency effects, mainly a weaker US dollar, the margin would have been 54.7 percent. Our expenses are rising, but mainly due to the Benelux acquisition. Higher income, with a higher gross profit margin, meant an increase in our operating profit to SEK 32 million (28.6), despite the higher operating expenses.

My personal focus during the quarter was again on our new Benelux company. This was mainly for two reasons: to monitor the work being done to adjust costs to the lower sales the company is now reporting, and to meet our most important customers and ensure that we quickly increase sales. I am happy to report that we are gradually making progress in one of our most important markets. I have also devoted a great deal of time to our e-commerce business, where we bolstered the team during the quarter by adding a new E-Com Director and invested in a new position, head of customer service, to increase our focus on consumers. E-commerce – our own, through marketplaces and by e-tailers – is a high priority going forward.

In summing up the quarter I am very pleased with how we activated the brand and communicated in a way that really reached people. The quarter began in the summer with *Borg Open*, a tennis match played on the border between the US and Mexico as way to show that we as a sportswear brand believe in an open world where sport has the power to unite people. This was followed up by a fashion show and collection launch in connection with the premiere of the biopic *Borg*. During a two-week period in August we created the highest measured PR value generated to date by a single campaign. The *Signature* tennis collection and fashion show received a lot of attention, including in Vogue magazine. After the campaign, the singer Lady Gaga did a yoga session wearing our *Clara High Waist Tights* and *Björn Borg Solid Triangle Bra*, which she immortalized in an Instagram post to her 26 million followers.

Lastly, I would add that our performance underwear is really making a difference. Not in a single survey did consumers prefer to go back to exercising in cotton underwear.

Henrik Bunge, Head coach

OPERATIONS

BRAND SALES
Brand sales were slightly lower in the third quarter compared with the previous year. The quarterly decrease was mainly in underwear, while sports apparel and footwear are growing substantially. Bag sales were down somewhat in the quarter, while eyewear had another tough quarter with a year-on-year decline. In total, brand sales decreased by 1 percent to SEK 474 million (479) in the third quarter. Currency effects were marginal in the quarter. For the first nine months of 2017 brand sales were at the same level as the previous year, ending up at SEK 1,182 million (1,180). Excluding currency effects, brand sales fell by 1 percent.

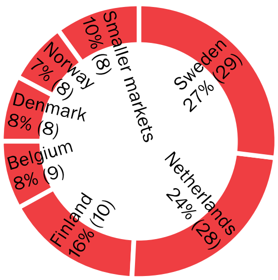
PRODUCT AREAS FIRST NINE MONTHS OF 2017
Brand sales in the underwear product area fell by 7 percent in the first nine months of 2017. Underwear accounted for 56 percent (60) of brand sales.

Sportswear grew by 15 percent in the first nine months of 2017 compared with the same period in 2016. Brand sales in the footwear product area increased by 14 percent, while bags and eyewear decreased by 11 and 61 percent, respectively, in the first nine months of the year. The new licensed product area homewear reported sales of SEK 4 million for the quarter and cumulatively for the year. In total, brand sales of licensed products increased by 9 percent in the first nine months.

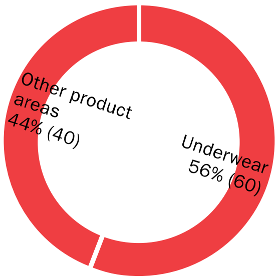
MARKETS FIRST NINE MONTHS OF 2017
Among large markets, Finland posted strong growth, while other markets declined year-on-year. The decrease in large markets was mainly driven by a downturn in underwear.

BRAND SALES* OF BJÖRN BORG PRODUCTS JANUARY-SEPTEMBER 2017. TOTAL SEK 1,182 MILLION (1,180)

Country



Product area**



* Estimated total sales of Björn Borg products at the consumer level, excluding VAT, based on reported sales at the wholesale level.

** **Underwear:** Men's and women's underwear, swimwear, socks and adjacent products. **Other product areas:** Sports apparel, fragrances, footwear, bags, eyewear and homewear.

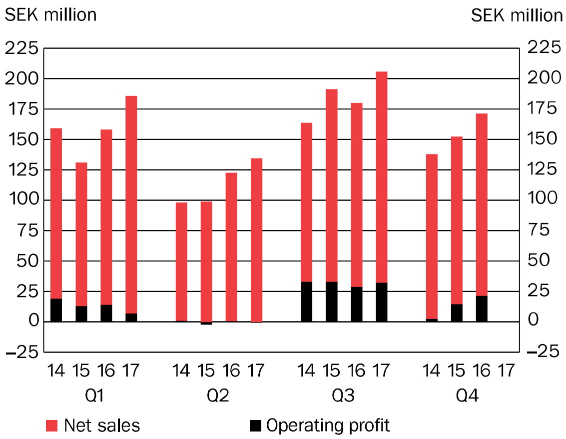
England and Germany are two smaller markets that are performing well.

BJÖRN BORG STORES
Two stores were opened in the Netherlands and one was closed in Sweden in the third quarter. As of September 30, 2017 there were a total of 40 (39) Björn Borg stores, of which 34 (20) are Group-owned. The increase in Group-owned stores is due to the Benelux acquisition, where 13 stores were reclassified as Group-owned as of Q1 2017.

THE GROUP'S DEVELOPMENT

Sales grew well in the third quarter, as they did in the first half of 2017, largely due to the Benelux acquisition, operating profit also increase year-on-year.

QUARTERLY NET SALES AND OPERATING PROFIT, 2014-2017



SALES

Third quarter, July-September 2017

The Group's net sales amounted to SEK 205.7 million (180.0) in the third quarter, an increase of 14.3 percent. Currency effects on sales were marginal in the quarter.

The positive sales trend year-on-year is largely a result of the acquisition of the former distributor in Benelux, which is consolidated in the Group as of January 2, 2017. Adjusted for the acquisition, underlying net sales grew by 4.4 percent from the previous year. Growth in underwear and sports apparel was driven by higher sales in the German market and in Finland. The Group's own footwear distribution also grew compared to the previous year. Growth in Finland was largely driven by broader distribution of underwear and sports apparel at the wholesale level as well as an increased number of Group-owned stores. Growth in footwear distribution was largely from the Finnish and Swedish markets.

The Swedish wholesale and retail operations had a weak quarter and declined compared with 2016. The decrease for the wholesale company was driven by slower sell-through by customers, because of which orders for the fall/winter 2017 collection have decreased year-on-year. For the Swedish retail company, the main reason for the year-on-year sales decline was traffic in Group-owned stores, but also because there were two fewer stores than a year earlier. For comparable stores, sales decreased by 9 percent in the quarter and 12 percent in total.

E-commerce sales decreased in the third quarter, mainly due to technical problems with the website in connection with an upgrade, which reduced both conversion and traffic.

Sales by the Benelux company fell compared with the third quarter of 2016. The decrease was at the wholesale level, while retail sales are rising due to the higher number of stores. Comparable Group-owned stores decreased by 7 percent.

The product company's external sales, adjusted for the acquisition, increased year-on-year, driven by the Norwegian market, which is growing, while the Danish market was in line with the previous year. Smaller external markets underperformed year-on-year. External royalties declined since Benelux is now included in the Group, while other licensed sales grew compared with the previous year.

Nine-month period, January-September 2017

The Group's net sales amounted to SEK 526.2 million (460.2) in the first nine months of 2017, an increase of 14.3 percent. Excluding FX effects, sales rose by 13.3 percent.

The positive sales trend year-on-year is largely a result of the acquisition of the former distributor in Benelux, which is consolidated in the Group as of January 2, 2017. Adjusted for the acquisition, underlying net sales grew by 4.4 percent from the previous year. Growth in the first nine months of 2017 was mainly driven by Finnish, German and English wholesale and retail sales of sports apparel and underwear. The Group's own footwear distribution in the Nordic markets also saw good growth in the first nine months.

The Swedish wholesale and retail operations reported lower sales than the first nine months of 2016. The decrease for the wholesale company was driven by high inventory levels by retail customers, due to which orders in 2017 have generally been lower than in 2016. The Swedish retail company had two fewer stores, though sales also fell by 12 percent for comparable stores and by 18 percent in total for the first nine months.

The e-commerce business area has had a greater focus on profitability than the previous year, which successfully resulted in lower costs for paid traffic and higher operating margins in the first nine months of 2017, despite lower sales. During the third quarter the e-commerce site had technical problems, which further reduced sales. In total, sales were down 23 percent for the first nine months of the year.

Sales by the Benelux company decreased significantly year-on-year. The biggest decline was in the wholesale business, while retail sales increased slightly thanks to the additional stores. Comparable stores were down 4 percent.

The product company's external sales decreased year-on-year, driven by the Benelux acquisition. The Danish market and smaller external markets underperformed year-on-year, while sales to Norway increased. External

		Operating revenue, SEK thousands January-September		Operating profit, SEK thousands January-September		Operating margin, % January-September	
Business segment	Revenue source	2017	2016	2017	2016	2017	2016
Brand	Royalties	43,571	65,486	27,842	15,654	64	24
Product development	Products	292,120	295,679	11,428	23,819	4	8
Wholesale	Wholesale revenue	401,229	240,717	8,201	13,896	2	6
Retail	Retailers	155,620	100,725	–9,008	–10,538	-6	–10
Less internal sales		–360,421	–238,436				
Total		**532,119**	**464,171**	**38,463**	**42,831**	**7**	**9**

royalties declined since Benelux is now included in the Group, while other licensed sales fell slightly compared with the previous year.

PROFIT

Third quarter, July-September 2017

The gross profit margin for the third quarter increased to 56.3 percent (50.4). A weaker USD positively affected margins. Adjusted for currency effects, the gross profit margin would have been 54.7 percent. Aside from the USD exchange rate, the margin was positively affected because earn-out payments are no longer being paid. The timing effect arising due to the Benelux acquisition on the gross profit margin was lower than the previous quarter, but negatively affected the gross profit margin in the third quarter as well.

Operating expenses increased by SEK 20 million compared with the previous year due to the Benelux acquisition. Excluding Benelux, operating expenses rose by SEK 1.9 million or 3 percent.

The higher revenue, together with the higher gross profit margin and increased operating expenses, raised operating profit to SEK 32 million (28.6). The operating margin was 15.6 percent (15.9).

Net financial items amounted to SEK –1.0 million (–0.1). The realized and unrealized return on investments negatively affected the Group's financial net by SEK –0.9 million (–0.2). The remaining year-on-year decrease was mainly attributable to the revaluation of financial assets and liabilities in foreign currency. Profit before tax increased to SEK 31.0 million (28.5).

Nine-month period, January-September 2017

The gross profit margin for the first nine months of 2017 increased to 52.6 percent (51.1). Currency effects were marginally negative for the first nine months of 2017. Aside from the USD exchange rate, the margin was positively affected by about SEK 17 million because earn-out payments are no longer being paid. At the same time the gross profit margin was negatively affected by the timing effect arising due to the Benelux acquisition. The gross profit margin in the product development segment that was supposed to be realized in the first quarter is now tied up in inventory and negatively affected the margin by about SEK 22 million. Adjusted for the above-mentioned timing effect due to the Benelux acquisition, the gross profit margin was 56.8 percent for the first nine months of 2017.

Operating expenses increased by SEK 48 million compared with the previous year, largely due to the Benelux acquisition. Excluding Benelux, operating expenses fell by SEK 7 million or 4 percent. The decrease was largely due to lower logistical, administrative and product development expenses. Depreciation also decreased year-on-year.

The higher revenue, higher gross profit margin and increased operating expenses reduced operating profit to SEK 38.5 million (42.8). The operating margin was 7.3 percent (9.3).

Net financial items amounted to SEK –2.7 million (–4.8). The realized and unrealized return on investments less interest on the bond loan and bank loans negatively affected the Group's financial net by SEK –1.3 million (–2.9). The remaining year-on-year change was mainly attributable to the revaluation of financial assets and liabilities in foreign currency. Profit before tax was SEK 35.7 million (38.1).

Development by business segment

The Group operates through thirteen companies under the Björn Borg brand on every level from product development to wholesaling and consumer sales in its own Björn Borg stores.

Brand

The Brand segment primarily consists of royalty revenue and expenses associated with the brand.

The business segment's operating revenue amounted to SEK 43.6 million (65.5) in the first nine months of 2017. External operating revenue decreased to SEK 15.9 million (26.1), largely because Benelux is now reported as internal brand sales. Excluding Benelux, external brand sales decreased by about SEK 2.0 million. The decrease is a result of lower brand sales by external distributors and licensees. Royalty percentages vary by product category, due to which there is not always a precise correlation between royalties and brand sales.

Operating profit increased to SEK 27.8 million (15.7) for the first nine months of 2017. The improvement was due to the fact that earn-out payments are no longer being paid.

Product development

The Björn Borg Group has global responsibility for development, design and production of underwear, sports apparel and adjacent products.

The segment's operating revenue amounted to SEK 292.1 million (295.7) in the first nine months of 2017, a decrease of 1 percent. External operating revenue decreased to SEK 43.6 million (132.7) as Benelux is now consolidated in the Group and classified as internal. Excluding Benelux, external revenue was down about SEK 8 million, mainly due to lower sales to Denmark and smaller distributors.

Operating profit decreased to SEK 11.4 million (23.8) due to lower margins and higher operating expenses in the segment. Product development is the segment affected by the timing effect from the Benelux acquisition.

Wholesale

The Björn Borg Group is the exclusive wholesaler of underwear, sports apparel and adjacent products in Sweden, Finland, the Netherlands, Belgium, England, Germany and Austria as well as footwear in Sweden, Finland, Denmark and the Baltic countries.

The segment's operating revenue rose in the first nine months of 2017 to SEK 401.2 million (240.7). External operating revenue amounted to SEK 341.3 million (217.2). Of the increase of SEK 124 million, Benelux accounted for SEK 86 million. Other growth came from the Finnish, German and English underwear and sports apparel wholesale business as well as the footwear wholesale company. The increase was mainly due to broader underwear distribution in Finland as well as good growth among new and existing footwear customers in Sweden, Denmark and Finland. The Swedish wholesale business for underwear and sports apparel decreased year-on-year.

Operating profit amounted to SEK 8.2 million (13.9). The decrease was mainly due to higher operating expenses as a result of the Benelux acquisition.

Retail

The Björn Borg Group owns and operates a total of 34 stores and factory outlets in Sweden, Finland, the Netherlands, Belgium and England that sell underwear, sports apparel, adjacent products and other licensed products. Björn Borg also sells online through www.bjornborg.com.

Operating revenue in the Retail segment increased in the first nine months of 2017 to SEK 155.6 million (100.7). External operating revenue rose to SEK 131.4 million (88.1). The increase was because Benelux is now included in the segment and accounted for SEK 55.0 million of external sales. Excluding Benelux, the segment's sales decreased by SEK 12 million. The year-on-year trend was weakest in e-commerce and the Swedish retail business, while the Finnish retail business is growing thanks to an increased number of stores compared with the previous year. The English store is also performing well. E-commerce sales dropped by 23 percent to SEK 27.0 million (35.3). This was mainly due to lower web traffic, which was partly the result of reduced costs for paid, unprofitable traffic, but also related to technical problems in connection with an upgrade of the e-commerce site in the third quarter. Group-owned stores in Sweden declined in the first nine months of the year with sales for comparable stores down 12 percent. In total, sales fell by 18 percent due to two fewer stores. Sales decreased by 1 percent for comparable Finnish stores. In total, retail sales grew by 19 percent due to more stores. The store in England continues to perform well and grew by 10 percent compared with the previous year.

The operating loss for the first nine months of 2017 was SEK 9.0 million, against a year-earlier loss of SEK 10.5 million. The loss was due to lower gross margins and higher expenses as a result of the Benelux acquisition.

Intra-Group sales

Intra-Group sales for the first nine months of 2017 amounted to SEK 360.4 million (238.4). The increase was due to the Benelux acquisition.

SEASONAL VARIATIONS

The Björn Borg Group is active in an industry with seasonal variations. Sales and earnings vary by quarter. See the figure on quarterly net sales and operating profit on page 4.

INVESTMENTS AND CASH FLOW

The Group’s cash flow from operating activities amounted to SEK 34.9 million (12.7) in the first nine months of 2017. The year-on-year improvement mainly came from a better trend in operating capital, where inventory levels were the biggest factor.

Investing activities had a positive flow of SEK 15.3 million (51.4) due to divestments from the bond portfolio in the period. Total investments in tangible and intangible non-current assets amounted to SEK 9.9 million (5.1) for the period.

Financing activities had a negative flow of SEK –49.5 million (–61.1). The negative flow was from the dividend to shareholders of SEK –50.3 million (–50.3) in the period. In addition, cash flow for the financing business was positively affected because the loan raised from Danske Bank is higher than the repayment of the bond loan.

The Group’s cash flow for the first nine months was SEK 0.6 million (3.1) and cash & cash equivalents amounted to SEK 46.6 million (54.4) at the end of the period.

FINANCIAL POSITION AND LIQUIDITY

The Björn Borg Group’s cash & cash equivalents and investments amounted to SEK 47.3 million (77.8) at the end of the period, with interest-bearing liabilities of SEK 150.0 million (143.5).

The bond loan issued by the company in April 2012 expired in April 2017. The remaining debt of SEK 135.5 million was repaid in the second quarter of 2017. The bond loan has been replaced by a three-year revolving credit of SEK 150 million from Danske Bank.

The bond portfolio that the company previously managed due to the surplus liquidity arising from the issuance of the bond loan is now essentially fully divested. As of September 30 the book value of the bonds was SEK 0.8 million (23.4), which represents the fair value on the same date.

In addition to the revolving credit of SEK 150 million, Björn Borg has an overdraft facility of SEK 90 million from Danske Bank.

COMMITMENTS AND CONTINGENT LIABILITIES

As a commitment for the overdraft facility and three-year revolving credit, the company has pledged to ensure that the ratio between the Group’s net debt and rolling 12-month operating profit before depreciation and amortization does not exceed 3.00 on the last day of each quarter, with the exception of the first three quarters of 2017. In the first and second quarters of 2017 the ratio may not exceed 4.00 and for the third quarter it may not exceed 3.50. Moreover, the Group will maintain an equity/assets ratio of at least 35 percent.

As of September 30, 2017 the ratio was 1.80 (1.29) and the equity/assets ratio was 47.3 percent (50.9).

No changes were otherwise made with regard to pledged assets and contingent liabilities compared with December 31, 2016.

PERSONNEL

The average number of employees in the Group was 210 (133) for the twelve-month period ending September 30, 2017, of whom 67 percent (71) are women. The increase was due to the Benelux acquisition.

RELATED PARTY TRANSACTIONS

The transactions that the company executed with related parties during the period were done on market terms.

SIGNIFICANT RISKS AND UNCERTAINTIES

In its operations the Björn Borg Group is exposed to risks and uncertainties. Information on the Group’s risks and uncertainties can be found on pages 58-59 and in note 3 in the annual report 2016.

PARENT COMPANY

Björn Borg AB (publ) is primarily engaged in intra-Group activities. As of September 30, 2017 the company also owns 100 percent of the shares in Björn Borg Brands AB, Björn Borg Footwear AB, Björn Borg Sport BV, Björn Borg Inc., Björn Borg Services AB, Björn Borg UK and Baseline BV. In addition, the company owns 75 percent of the shares in Bjorn Borg (China) Ltd and 75 percent of the shares in Bjorn Borg Finland Oy.

The Parent Company’s net sales amounted to SEK 72.0 million (49.0) for the first nine months of 2017.

The loss before tax amounted to SEK 4.2 million for the first nine months, compared with a year-earlier loss of SEK 24.0 million. Cash & cash equivalents and investments amounted to SEK 1.5 million (29.9) as of September 30, 2017.

EVENTS AFTER THE BALANCE SHEET DATE

There are no significant events to report after the balance sheet date.

NUMBER OF SHARES

Björn Borg currently has 25,148,384 shares outstanding.

FINANCIAL OBJECTIVES

The Board of Directors of Björn Borg has established a business plan for the period 2015-2019 with the following long-term financial objectives:

- By the financial year 2019 the Group will reach sales of SEK 1 billion with an operating margin of 15 percent
- An annual dividend of at least 50 percent of net profit
- The equity/assets ratio should not fall below 35 percent.

Comments to the financial objectives:
The sales target for 2019 corresponds to average annual organic growth of 16 percent. The sales increase, along with the increase in the operating margin, is expected to come from new product groups in sports fashion as well as expanded geographical distribution within all the product groups.

ANNUAL GENERAL MEETING
The Annual General Meeting held on May 11, 2017 approved a distribution of SEK 2.00 (2.00) per share to the shareholders for the financial year 2016. The AGM resolved to re-elect the Directors Fredrik Lövstedt, 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 the new Chairman of the Board of Directors.

ACCOUNTING PRINCIPLES
This condensed interim report for the Group has been prepared in accordance with IAS 34 Interim Financial Reporting and applicable provisions of the Annual Accounts Act. The interim report for the Parent Company has been prepared in accordance with chapter 9 of the Annual Accounts Act on interim reporting and RFR 2 Accounting in Legal Entities. The accounting principles applied in the interim report conform to the accounting principles applied in the preparation of the consolidated accounts and annual report for 2016, as described on page 54 in the annual report 2016.

New and amended accounting principles
New or amended IFRS and IFRIC interpretations effective as of January 1, 2017 have not had a material effect or impact on the interim report or the consolidated financial statements.

The company has analyzed the new rules in IFRS 15 and IFRS 9 that enter into force on January 1, 2018 and the effects they may have on the company's accounts. Preliminarily, the company is of the view that the new rules will not have a material effect on the accounts, but a final determination will be made in the fourth quarter.

AUDIT REPORT
This interim report has been reviewed by the company's auditors. The review report can be found on page 16.

OUTLOOK 2017
As a policy, the company does not issue earnings forecasts.

CONSOLIDATED INCOME STATEMENT
CONDENSED

SEK thousands	Note	July-Sep 2017	July-Sep 2016	Jan-Sep 2017	Jan-Sep 2016	Oct 2016-Sep 2017	Full-year 2016
Net sales		205,712	179,977	526,213	460,206	697,623	631,616
Other operating revenue		1,155	2,429	5,906	3,965	8,895	6,954
Operating revenue		**206,867**	**182,406**	**532,119**	**464,171**	**706,518**	**638,570**
Goods for resale		–89,847	–89,236	–249,290	–225,026	–338,401	–314,137
Other external expenses	1	–45,423	–40,292	–126,572	–111,059	–163,700	–148,187
Staff costs		–32,704	–23,558	–103,100	–78,587	–129,703	–105,191
Depreciation/amortization of tangible/ intangible non-current assets		– 2,542	–1,817	–7,029	–5,180	–8,646	–6,797
Other operating expenses		–4,339	1,133	–7,665	–1,488	–6,240	–62
Operating profit		**32,012**	**28,636**	**38,463**	**42,831**	**59,828**	**64,196**
Net financial items		–984	–143	–2,748	–4,776	1,300	–727
Profit before tax		**31,028**	**28,493**	**35,715**	**38,056**	**61,128**	**63,469**
Tax		–6,381	–3,813	–9,390	–9,044	–16,918	–16,572
Profit for the period		**24,647**	**24,680**	**26,325**	**29,012**	**44,210**	**46,897**
Profit for the period attributable to							
Parent Company's shareholders		24,541	23,807	26,253	28,756	44,615	47,361
Non-controlling interests		106	872	72	256	–405	–464
Earnings per share before dilution, SEK		0.98	0.95	1.04	1.14	1.78	1.88
Earnings per share after dilution, SEK		0.98	0.95	1.04	1.14	1.78	1.88
Number of shares		25,148,384	25,148,384	25,148,384	25,148,384	25,148,384	25,148,384

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME
CONDENSED

SEK thousands	Note	July-Sep 2017	July-Sep 2016	Jan-Sep 2017	Jan-Sep 2016	Oct 2016-Sep 2017	Full-year 2016
Net profit for the period		**24,647**	**24,680**	**26,325**	**29,012**	**44,210**	**46,897**
OTHER COMPREHENSIVE INCOME							
Components that may be reclassified to profit or loss							
Translation difference for the period		–2,202	1,166	1,323	3,098	–72	1,704
Total other comprehensive income for the period		**–2,202**	**1,166**	**1,323**	**3,098**	**–72**	**1,704**
Total comprehensive income for the period		**22,445**	**25,846**	**27,648**	**32,110**	**44,138**	**48,601**
Total comprehensive income attributable to							
Parent Company's shareholders		22,232	25,451	27,047	31,841	44,013	49,065
Non-controlling interests		213	394	601	269	125	–464

CONSOLIDATED STATEMENT OF FINANCIAL POSITION
CONDENSED

SEK thousands	Note	Sep 30 2017	Sep 30 2016	Dec 31 2016
Non-current assets				
Goodwill	3	35,842	19,327	19,292
Trademarks		187,532	187,532	187,532
Other intangible assets		6,228	1,876	1,668
Tangible non-current assets		13,278	10,523	9,277
Long-term receivables		–	7,100	10,700
Deferred tax assets		35,751	28,441	13,452
Total non-current assets		**278,631**	**254,799**	**241,921**
Current assets				
Inventory		121,179	75,942	67,477
Accounts receivable		93,588	100,663	137,769
Other current receivables		22,537	26,646	16,144
Investments	2	750	23,389	26,167
Cash & cash equivalents		46,581	54,416	48,948
Total current assets		**284,635**	**281,057**	**296,505**
Total assets		**563,266**	**535,855**	**538,426**
Equity and liabilities				
Equity		266,454	272,612	289,103
Deferred tax liabilities		56,324	43,917	35,418
Bond loan	2	–	143,459	137,092
Non-current liabilities credit institutions	2	150,000	–	–
Other non-current liabilities		17,273	21,329	17,273
Accounts payable		21,812	11,360	13,797
Other current liabilities		51,403	43,178	45,743
Total equity and liabilities		**563,266**	**535,855**	**538,426**

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY
CONDENSED

SEK thousands	Note	Equity attributable to Parent Company's shareholders	Non-controlling interests	Total equity
Opening balance, January 1, 2016		**297,408**	**–6,733**	**290,675**
Total comprehensive income for the period		31,841	269	32,110
Distribution for 2015		–50,297	–	–50,297
Issuance of warrants		68	–	68
Issuance of convertible		55	–	55
Non-controlling interest arising through acquisition		–6,934	6,934	–
Closing balance, September 30, 2016		**272,141**	**470**	**272,612**
Opening balance, January 1, 2016		**297,408**	**–6,733**	**290,675**
Total comprehensive income for the period		49,065	–464	48,601
Distribution for 2015		–50,297	–	–50,297
Acquisition of non-controlling interest		–6,925	6,925	–
Issuance of warrants		68	–	68
Warrant premium convertible		55	–	55
Closing balance, December 31, 2016		**289,375**	**–272**	**289,103**
Opening balance, January 1, 2017		**289,375**	**–272**	**289,103**
Total comprehensive income for the period		27,047	601	27,648
Distribution for 2016		–50,297	–	–50,297
Closing balance, September 30, 2017		**266,125**	**329**	**266,454**

CONSOLIDATED STATEMENT OF CASH FLOWS
CONDENSED

SEK thousands	July-Sep 2017	July-Sep 2016	Jan-Sep 2017	Jan-Sep 2016	Full-year 2016
Cash flow from operating activities					
Before changes in working capital	35,743	34,190	42,095	45,097	69,378
Changes in working capital	–12,904	–5,033	–7,219	–32,376	–54,066
Cash flow from operating activities	**22,839**	**29,157**	**34,876**	**12,721**	**15,312**
Investments in intangible non-current assets	–2,070	–	–4,891	–	–
Investments in tangible non-current assets	–3,012	–3,582	–5,038	–5,103	–5,231
Sale of non-current assets	–	–	–	–	–
Investments/sale of investments	–	7,068	25,220	56,549	54,962
Cash flow from investing activities	**–5,082**	**3,486**	**15,291**	**51,446**	**49,731**
Distribution	–	–	– 50,297	–50,297	–50,297
Acquisition of minority shares	–	–	–	–842	–842
Amortization of loans	–10,492	85	–12,256	1,034	1,034
Issuance of warrants/convertibles	–	–	–	125	125
Newly raised loan	–	–	150,000	–	–
Bond loan repurchases/repayment	–	–1,422	–136,972	–11,079	–18,480
Cash flow from financing activities	**–10,492**	**–1,337**	**–49,525**	**–61,059**	**–68,460**
Cash flow for the period	**7,265**	**31,306**	**642**	**3,108**	**–3,417**
Cash & cash equivalents at beginning of year	39,980	22,495	48,948	50,643	50,643
Translation difference in cash & cash equivalents	–664	614	–3,009	664	1,722
Cash & cash equivalents at end of the period	**46,581**	**54,416**	**46,581**	**54,416**	**48,948**

KEY FIGURES
GROUP

SEK thousands	July-Sep 2017	July-Sep 2016	Jan-Sep 2017	Jan-Sep 2016	Oct 2016-Sep 2017	Full-year 2016
Gross profit margin, %	56.3	50.4	52.6	51.1	51.5	50.3
Operating margin, %	15.6	15.9	7.3	9.3	8.6	10.2
Profit margin, %	15.1	15.8	6.8	8.3	8.8	10.0
Return on capital employed, %	15.9	13.8	15.9	13.8	15.9	14.3
Return on average equity, %	15.8	13.4	15.8	13.4	15.8	16.3
Profit attributable to Parent Company's shareholders	24,541	23,807	26,253	28,756	44,615	47,361
Equity/assets ratio, %	47.3	50.9	47.3	50.9	47.3	53.7
Equity per share, SEK	10.60	10.84	10.60	10.84	10.60	11.50
Investments in intangible non-current assets	2,070	–	4,891	–	1,965	–
Investments in tangible non-current assets	3,012	3,582	5,038	5,103	7,462	5,231
Depreciation, amortization and impairment losses for the period	–2,542	–1,817	–7,029	–5,180	–8,646	–6,797
Average number of employees	210	131	210	131	204	133

SUMMARY BY SEGMENT

GROUP

SEK thousands	July-Sep 2017	July-Sep 2016	Jan-Sep 2017	Jan-Sep 2016	Oct 2016-Sep 2017	Full-year 2016
Operating revenue						
Brand						
External revenue	6,726	10,105	15,919	26,120	23,425	33 626
Internal revenue	10,543	12,720	27,652	39,366	38,108	49 822
	17,269	**22,825**	**43,571**	**65,486**	**61,533**	**83,448**
Product development						
External revenue	19,606	41,368	43,551	132,668	98,630	187,747
Internal revenue	98 091	38,646	248,569	163,011	261,714	176,156
	117,697	**80,014**	**292,120**	**295,679**	**360,344**	**363,903**
Wholesale						
External revenue	131,056	93,702	341,255	217,249	413,639	289,633
Internal revenue	15,697	8,265	59,974	23,468	67,705	31,199
	146,753	**101,967**	**401,229**	**240,717**	**481,344**	**320,832**
Retail						
External revenue	49,479	37,229	131,395	88,135	170,825	127,565
Internal revenue	7,320	4,129	24,225	12,590	29,046	17,412
	56,799	**41,358**	**155,620**	**100,725**	**199,871**	**144,977**
Less internal sales						
Operating revenue	–131,651	–63,759	–360,421	–238,436	–396,574	–274,589
	206,867	**182,406**	**532,119**	**464,171**	**706,518**	**638,571**
Operating profit						
Brand						
Product development	11,953	4,280	27,842	15,654	31,690	19,500
Wholesale	9,429	8,836	11,428	23,819	21,024	33,415
Retail	12,714	14,639	8,201	13,896	11,899	17,595
Operating profit	–2,084	881	–9,008	–10,538	–4,785	–6,314
Rörelseresultat	**32,012**	**28,636**	**38,463**	**42,831**	**59,828**	**64,196**

Reconciliation between operating profit and profit before tax

The difference in the third quarter between operating profit for segments for which information must be disclosed, SEK 32,012 thousand (28,636), and profit before tax, SEK 31,028 thousand (28,493), is net financial items, SEK –984 thousand (–143). The difference for the first nine months of 2017 between operating profit for segments for which information must be disclosed, SEK 38,463 thousand (42,831), and profit before tax, SEK 35,715 thousand (38,056), is net financial items, SEK –2,748 thousand (–4,776).

QUARTERLY DATA

GROUP

SEK thousands	Q3 2017	Q2 2017	Q1 2017	Q4 2016	Q3 2016	Q2 2016	Q1 2016	Q4 2015
Net sales	205,712	134,844	185,657	171,410	179,977	122,165	158,065	152,618
Gross profit margin, %	56.3	52.1	48.9	48.0	50.4	53.5	50.0	51.8
Operating profit/loss	32,012	–290	6,741	21,365	28,636	305	13,891	14,554
Operating margin, %	15.6	–0.2	3.6	12.5	15.9	0.2	8.8	9.5
Profit/loss after financial items	31,028	–2,079	6,765	25,413	28,493	–16	9,579	11,855
Profit margin, %	15.1	–1.5	3.6	14.8	15.8	0.0	6.1	7.8
Earnings per share before dilution, SEK	0.98	–0.11	0.18	0.74	0.95	–0.09	0.28	0.34
Earnings per share after dilution, SEK	0.98	–0.11	0.18	0.74	0.95	–0.09	0.28	0.29
Number of Björn Borg stores at end of period	40	39	39	40	39	40	40	41
of which Group-owned Björn Borg stores	34	33	33	20	20	21	21	21
Brand sales	474,201	270,824	436,957	371,960	479,109	280,888	424,685	330,214

PARENT COMPANY INCOME STATEMENT
CONDENSED

SEK thousands	Note	July-Sep 2017	July-Sep 2016	Jan-Sep 2017	Jan-Sep 2016	Oct 2016-Sep 2017	Full-year 2016
Net sales		23,916	16,205	72,015	48,996	87,924	64,905
Other operating revenue		122	975	4,653	3,235	5,382	3,964
Operating revenue		**24,038**	**17,180**	**76,668**	**52,231**	**93,306**	**68,869**
Goods for resale		–	–47	–21	–72	–23	–74
Other external expenses	1	–16,204	–15,061	–39,179	–40,363	–54,584	–55,768
Staff costs		–7,909	–7,302	–26,384	–25,747	–35,252	–34,615
Depreciation/amortization of tangible/ intangible non-current assets		–317	–624	–948	–1,709	–1,473	–2,234
Other operating expenses		–51	–19	–226	–444	–225	–443
Operating profit/loss		**–443**	**–5,873**	**9,910**	**–16,104**	**1,749**	**–24,265**
Result from shares in subsidiaries		–2,115	–	–2,115	6,470	45,685	54,270
Net financial items		–5,398	–4,091	–11,956	–14,356	–13,799	–16,199
Profit/loss after financial items		**–7,956**	**–9,964**	**–4,161**	**–23,990**	**33,635**	**13,806**
Group contributions received		–	–	–	–	39,047	39,047
Appropriations		–	–	–	–	1,014	1,014
Profit/loss before tax		**–7,956**	**–9,964**	**–4,161**	**–23,990**	**73,696**	**53,867**
Tax		–	–	–	–	–877	–877
Profit/loss for the period		**–7,956**	**–9,964**	**–4,161**	**–23,990**	**72,819**	**52,990**
Other comprehensive income		–	–	–	–	–	–
Total comprehensive income for the period		**–7,956**	**–9,964**	**–4,161**	**–23,990**	**72,819**	**52,990**

PARENT COMPANY BALANCE SHEET
CONDENSED

SEK thousands	Note	Sep 30 2017	Sep 30 2016	Dec 31 2016
Non-current assets				
Intangible assets		1,441	216	193
Tangible non-current assets		1,688	2,746	2,306
Long-term receivables	2	–	7,100	10,700
Deferred tax		131	1,008	131
Shares in Group companies		351,067	354,724	353,181
Total non-current assets		**354,327**	**365,794**	**366,511**
Current assets				
Receivables from Group companies		514,313	376,527	428,241
Current receivables		8,006	11,814	4,632
Investments	2	750	23,389	26,167
Cash & cash equivalents		761	6,480	13,330
Total current assets		**523,830**	**418,210**	**472,370**
Total assets		**878,157**	**784,004**	**838,881**
Equity and liabilities				
Equity		96,229	73,708	150,687
Untaxed reserves		–	1,014	–
Bond loan	2	–	143,459	137,092
Non-current liabilities credit institutions	2	150,000	–	–
Other non-current liabilities		17,273	21,329	17,273
Due to Group companies		594,233	529,364	516,066
Bank overdraft facility		–	–	–
Accounts payable		3,196	3,406	2,777
Other current liabilities		17,226	11,724	14,986
Total equity and liabilities		**878,157**	**784,004**	**838,881**

PARENT COMPANY STATEMENT OF CHANGES IN EQUITY
CONDENSED

SEK thousands	Jan-Sep 2017	Jan-Sep 2016	Full-year 2016
Opening balance	**150,687**	**147,872**	**147,872**
Distribution	–50,297	–50,297	–50,297
Issuance of warrants	–	68	68
Warrant premium convertible	–	55	55
Total comprehensive income for the period	–4,161	–23,990	52,990
Closing balance	**96,229**	**73,708**	**150,687**

SUPPLEMENTARY DISCLOSURES

NOTE 1 OTHER EXTERNAL EXPENSES

	Group		Parent Company	
SEK thousands	Jan-Sep 2017	Jan-Sep 2016	Jan-Sep 2017	Jan-Sep 2016
Cost of premises	36,063	22,287	7,836	7,350
Selling expenses	27,092	32,122	1,687	11,612
Marketing expenses	33,408	28,903	18,404	12,272
Administrative expenses	22,236	20,001	9,247	7,327
Other	7,773	7,746	2,005	1,731
Total	**126,572**	**111,059**	**39,179**	**40,292**

NOTE 2 FINANCIAL ASSETS AND LIABILITIES

Level 1 fair value is determined using observable (unadjusted) quoted prices on an active market for identical assets and liabilities.

Level 2 fair value is determined using valuation models based on other observable inputs for the asset or liability other than quoted prices included in level 1.

Level 3 fair value is determined using valuation models where significant inputs are based on non-observable data.

Securities held for trading relate to investments in corporate bonds quoted on Nasdaq Stockholm and have been measured at their quoted prices. Forward exchange contracts are measured according to level 2 based on observable information as of the closing date with respect to exchange rates and market interest rates for the remaining maturities.

Net divestments from the company's portfolio of corporate bonds amounted to SEK 25.2 million in the first nine months of 2017.

FINANCIAL ASSETS AND LIABILITIES AT FAIR VALUE THROUGH PROFIT OR LOSS SEP 30, 2017

SEK thousands	Level 1	Level 2	Level 3
Securities held for trading	750		
Derivatives held for trading			
Net	**750**		

The carrying amount of financial instruments recognized at amortized cost corresponds to fair value as of September 30, 2017.

NOTE 3 BENELUX ACQUISITION

On December 8, 2016 Björn Borg signed an agreement to acquire all the shares in Baseline BV, the parent company of the distributor of underwear and sportswear in the Netherlands and Belgium. The Baseline Group consists of six legal entities with wholesale operations as well as retail operations through twelve Björn Borg concept stores and outlets.

The acquisition closed on January 2, 2017. Björn Borg paid about SEK 7.2 million for all shares and shareholders' loans after disposing of net assets to the former owners relating to brands other than Björn Borg. The difference between the actual and preliminary acquisition price previously announced as approximately SEK 12 million (EUR 1.25 million) is the value of assets (primarily inventory and accounts receivables) unrelated to the Björn Borg brand, which on December 31, 2016 was higher than preliminarily estimated and was therefore deducted from the acquisition price. A portion of the acquisition price was paid on the closing day and the remainder falls due in the three subsequent financial years. The acquisition is financed with own funds. There are no earn-out payments.

Direct acquisition expenses amounted to about SEK 1.7 million and were charged to other external expenses in the fourth quarter of 2016.

The acquisition of the Benelux operations is an important step in accelerating the vertical integration of Björn Borg's operations and in line with the strategy to get closer to consumers and retailers. Proximity to consumers and retailers is expected to create more opportunities to generate growth for Björn Borg in Benelux in the long term. With respect to efficiencies, future synergies are mainly expected in procurement.

Consolidating Baseline in the Björn Borg Group is estimated to increase annual net sales by SEK 100 million with marginal impact on EBIT, excluding short-term negative effects for 2017. In 2017 the Björn Borg Group's EBIT is expected to decline due to timing effects for revenues from the Benelux market as a consequence of accounting effects as wholesale and consumer sales are managed within the Björn Borg Group instead of by an external distributor. At the same time, from 2017 the earn-out payments to the former owner of the Björn Borg brand have ceased, which is estimated to positively impact EBIT by SEK 21 million, largely compensating for the negative short-term effect from the acquisition of Baseline Group.

Net assets largely consist of inventory, receivables and tangible non-current assets comprising retail and office furniture and fixtures. The financial non-current assets largely consist of tax loss carry forwards. Acquired surplus values are attributable in their entirety to goodwill. Acquired goodwill is not tax deductible.

The table shows a preliminary acquisition analysis. This table has changed since the interim report for the first quarter of 2017, as financial non-current assets have increased in Benelux by SEK 0.8 million, inventories have increased by SEK 0.7 million, other current receivables have increased by SEK 3.6 million, non-current non-interest-bearing liabilities have increased by SEK 0.5 million, and current non-interest-bearing liabilities have increased by SEK 2.7 million. As a result, goodwill has declined by a corresponding amount, SEK 0.3 million.

ACQUIRED NET ASSETS

SEK thousands	Fair value
Preliminary acquisition price	11,980
Adjustment net assets	–4,829
Acquisition price	**7,151**
Acquired net assets	
Intangible and tangible assets	6,731
Financial non-current assets	11,081
Inventory	61,640
Other short-term receivables	12,333
Long-term interest-bearing liabilities	–21,072
Current non-interest-bearing liabilities	–79,452
Total acquired assets and liabilities	**–8,739**
Goodwill	15,890
Total net assets	**7,151**
Acquisition payments fall due as follows:	
2017	1,764
2018	109
2019	1,688
2020	3,590
Total acquisition payments	**7,151**

DEFINITIONS

The company presents certain financial measures in this interim report that are not defined according to IFRS. The company considers these measures to be valuable complementary information for investors and the company's management. Since not all companies calculate financial measures in the same way, they are not always comparable with measures used by other companies. Consequently, these measures should not be seen as a substitute for measures defined according to IFRS. For more on the calculation of these key financial ratios, see https://corporate.bjornborg.com/en/section/investors/interim-reports/

BRAND SALES
Estimated total sales of Björn Borg products at the consumer level, excluding VAT, based on reported wholesale sales.
Purpose: Shows the sales trend measured as retail value excluding VAT.

CAPITAL EMPLOYED
Total assets less non-interest-bearing liabilities and provisions.
Purpose: Capital employed measures capital use and efficiency.

EARNINGS PER SHARE (DEFINED ACCORDING TO IFRS)
Profit after tax in relation to the weighted average number of shares during the period.
Purpose: This indicator is used to assess an investment from an owner's perspective.

EARNINGS PER SHARE AFTER DILUTION (DEFINED ACCORDING TO IFRS)
Earnings per share adjusted for any dilution effect.
Purpose: This indicator is used to assess an investment from an owner's perspective.

EQUITY/ASSETS RATIO
Equity as a percentage of total assets.
Purpose: This indicator shows financial risk, expressed as a share of total restricted equity financed by the owners.

GROSS PROFIT MARGIN
Net sales less cost of goods sold divided by net sales.
Purpose: Gross margin is used to measure operating profitability.

GROSS PROFIT MARGIN BEFORE ACQUISITIONS
Net sales less cost of goods sold divided by net sales.
Purpose: Gross profit margin before acquisitions is used to measure operating profitability adjusted for acquisition effects.

NET DEBT
Liabilities less investments and cash & cash equivalents.
Purpose: Net debt reflects the company's total debt situation.

NET DEBT TO EBITDA RATIO
Liabilities less investments and cash & cash equivalents divided by operating profit before depreciation/amortization.
Purpose: This indicator shows the company's ability to pay debts.

NET FINANCIAL ITEMS
Financial income less financial expenses.
Purpose: Describes the company's financial activities.

OPERATING MARGIN
Operating profit as a percentage of net sales.
Purpose: The operating margin is used to measure operating profitability.

OPERATING PROFIT
Profit before tax plus net financial items.
Purpose: This indicator facilitates profitability comparisons regardless of the company's tax rate and independent of its financing structure.

PROFIT MARGIN
Profit before tax as a percentage of net sales.
Purpose: Profit margin shows the company's profit in relation to its sales.

RETURN ON CAPITAL EMPLOYED
Profit before tax (per rolling 12-month period) plus financial expenses as a percentage of average capital employed.
Purpose: This indicator is the key measure to quantify the return on the capital used in operations.

RETURN ON EQUITY
Profit for the period/year attributable to the Parent Company's shareholders (for rolling 12 months) according to the income statement as a percentage of average equity. Average equity is calculated by adding equity at January 1 to equity at December 31 and dividing by two.
Purpose: This indicator is used to show, from an ownership perspective, the return generated on the owners' invested capital.

The Board of Directors and the CEO certify that the interim report provides a true and fair overview of the operations, financial position and results of the Parent Company and the Group and describes the material risks and uncertainties faced by the Parent Company and the companies in the Group.

Stockholm, November 15, 2017

Heiner Olbrich
Chairman

Lotta de Champs
Board member

Martin Bjäringer
Board member

Mats H Nilsson
Board member

Fredrik Lövstedt
Board member

Christel Kinning
Board member

Henrik Bunge
CEO

REVIEW REPORT

INTRODUCTION
We have reviewed the interim report for Björn Borg AB (publ) for the period January 1 to September 30, 2017. The Board of Directors and the President are responsible for the preparation and presentation of this interim report in accordance with IAS 34 and the Annual Accounts Act. Our responsibility is to express a conclusion on this interim report based on our review.

SCOPE OF REVIEW
We conducted our review in accordance with the International Standard on Review Engagements (ISRE) 2410 "Review of Interim Financial Information Performed by the Independent Auditor of the Entity." A review consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures.

A review is substantially less in scope than an audit conducted in accordance with the International Standards of Auditing (ISA) and other generally accepted auditing practices. The procedures performed in a review do not enable us to obtain a level of assurance that would make us aware of all significant matters that might be identified in an audit. Therefore, the conclusion expressed based on a review does not give the same level of assurance as a conclusion expressed based on an audit.

CONCLUSION
Based on our review, nothing has come to our attention that causes us to believe that the interim report is not, in all material aspects, prepared in accordance with IAS 34 and the Annual Accounts Act for the Group and in accordance with the Annual Accounts Act for the Parent Company.

Stockholm, November 15, 2017
Deloitte AB

Didrik Roos
Authorized Public Accountant

CALENDAR 2017

The year-end report for 2017 on February 23, 2018.

The annual report in late April 2018.

The 2017 Annual General Meeting will be held on May 17, 2018.

FINANCIAL REPORTS

Financial reports can be downloaded from the company's website, www.bjornborg.com
or ordered by telephone +46 8 506 33 700
or by e-mail info@bjornborg.com.

SHAREHOLDER CONTACT

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ABOUT THE BJÖRN BORG GROUP

The Group owns the Björn Borg trademark and its core business is sports apparel and underwear. 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 2016 amounted to about SEK 1.6 billion, excluding VAT, at the consumer level. Group net sales amounted to SEK 631.6 million in 2016, with an average of 133 employees. The Björn Borg share has been listed on Nasdaq Stockholm since 2007.

IMAGES IN THE INTERIM REPORT

The images in the interim report are from Björn Borg's fall 2017 collection.

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Björn Borg is required to make public this information according to the EU's Market Abuse Regulation.
The information was released for publication by the above-mentioned contacts on November 16, 2017 at 7:30 am (CET).