

FORM FOR POSTAL VOTING

in accordance with section 3 of the Act (2020:198) on temporary exceptions to facilitate the execution of general meetings in companies and other associations

The form shall be submitted to Björn Borg no later than Wednesday June 24, 2020 at 5:00 pm CEST.

The shareholder below is hereby exercising the voting right for all of the shareholder's shares in Björn Borg AB, Reg. No. 556658-0683 at the annual general meeting on June 30, 2020. The voting right is exercised in accordance with the voting options marked below.

Name of the shareholder	Personal identity number/registration number
Telephone number	E-mail
Place and date	
Signature	
Clarification of signature	

Instructions to exercise postal voting:

- Complete the shareholder information above
- Select the preferred voting options below
- Print, sign and send the form to Björn Borg AB, Tulegatan 11, 113 53 Stockholm and mark the envelope "AGM 2020". A completed and signed form may also be submitted electronically and shall then be sent to stamma@bjornborg.com
- If the shareholder is a legal entity, a copy of a registration certificate or a corresponding document for the legal entity shall be enclosed together with the form. The same applies if the shareholder exercises postal voting by proxy
- **Please note** that notice to attend the meeting shall be submitted no later than June 24, 2020 even if the shareholder chooses to exercise postal voting. Instructions for this is included in the notice convening the meeting
- **Please note** that a shareholder whose shares have been registered in the name of a bank or securities institute must re-register its shares in its own name to vote. Instructions for this is included in the notice convening the meeting

A shareholder cannot give any other instructions than selecting one of the options specified at each point in the form. If a shareholder wishes to abstain from voting in relation to a matter, kindly refrain from selecting an option. A vote (*i.e.* the postal voting in its entirety) is invalid if the shareholder has provided the form with specific instructions or conditions or if pre-printed text is amended or supplemented. One form per shareholder will be considered. If more than one form is submitted, the form with the latest date will be considered. The form latest received by the company will be considered if two forms are dated at the same date. An incomplete or wrongfully completed form may be discarded without being considered.

The form, together with any enclosed authorization documentation, shall be provided to Björn Borg AB no later than Wednesday June 24, 2020 at 5:00 pm CEST, which is also the latest date/time when the postal voting can be altered or revoked.

For complete proposals for the items on the agenda, kindly refer to the notice convening the meeting and the proposals on Björn Borg AB's webpage.

For information on how your personal data is processed, see the integrity policy that is available at Euroclear's webpage www.euroclear.com/dam/ESw/Legal/Privacy-notice-bolagsstammor-engelska.pdf.

Annual general meeting in Björn Borg AB on 30 June, 2020

The options below comprise the proposals submitted by the board of directors and the nomination committee which are included in the notice convening the annual general meeting.

2. Election of the chairman of the meeting Yes <input type="checkbox"/> No <input type="checkbox"/>
5. Determination as to whether the meeting has been duly convened Yes <input type="checkbox"/> No <input type="checkbox"/>
6. Approval of the agenda Yes <input type="checkbox"/> No <input type="checkbox"/>
8a. Resolution regarding adoption of the income statement and the balance sheet and the consolidated income statement and the consolidated balance sheet Yes <input type="checkbox"/> No <input type="checkbox"/>
8b. Resolution regarding disposition of the company's profits in accordance with the adopted balance sheet Yes <input type="checkbox"/> No <input type="checkbox"/>
8c. Resolution regarding discharge from personal liability of the directors and the managing director
8c. 1 Heiner Olbrich (Chairman of the board) Yes <input type="checkbox"/> No <input type="checkbox"/>
8c. 2 Alessandra Cama (Director) Yes <input type="checkbox"/> No <input type="checkbox"/>
8c. 3 Göran Carlson (Director) Yes <input type="checkbox"/> No <input type="checkbox"/>
8c. 4 Christel Kinning (Director) Yes <input type="checkbox"/> No <input type="checkbox"/>
8c. 5 Anette Klintfält (Director) Yes <input type="checkbox"/> No <input type="checkbox"/>
8c. 6 Fredrik Lövestedt (Director) Yes <input type="checkbox"/> No <input type="checkbox"/>
8c. 7 Mats H Nilsson (Director) Yes <input type="checkbox"/> No <input type="checkbox"/>
8c. 8 Henrik Bunge (CEO) Yes <input type="checkbox"/> No <input type="checkbox"/>

<p>10. Resolution on the number of directors</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>11. Resolution on the remuneration to be paid to the chairman of the board of directors and the other directors</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>12. Election of the directors and the chairman of the board of directors</p>
<p>12.1 Election of members of the board of directors</p>
<p>12.1.1 Heiner Olbrich</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>12.1.2 Alessandra Cama</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>12.1.3 Anette Klintfält</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>12.1.4 Fredrik Lövstedt</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>12.1.5 Mats H Nilsson</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>12.2 Election of the chairman of the board of directors</p>
<p>12.2.1 Heiner Olbrich</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>13. Election of auditors and resolution on the remuneration to be paid to the auditors</p>
<p>13.1 Election of auditors</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>13.2 Remuneration to the auditors</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>14. The proposal by the board of directors to authorize the board of directors to resolve on new issues of shares, warrants and/or convertibles</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>15. The proposal by the board of directors to amend the articles of association</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>16. The proposal by the board of directors regarding guidelines for remuneration to the executive management</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>17. Proposal regarding the nomination committee</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>