

## **CODE OF CONDUCT**

Björn Borg AB (publ)  
(556658-0683)

*This Code of Conduct was adopted by the Board on 16 August 2018*

## **1. Introduction**

The purpose of this Code of Conduct is to lay down the principles applied within the Björn Borg in ensuring high ethical standards in business operations and in taking responsibility, as a corporate citizen in a global world, ensuring long-term value creation in society. Björn Borg's mission is the following *"We believe all humans carry the will to make a difference – for themselves, for someone else, or for the world. We believe that we all can be different and make things better. Together we can change the game and break what is impossible"*.

The starting point is that Björn Borg shall always conduct business with integrity and honesty and shall take responsibility for how its business impacts people and the planet.

## **2. Working environment at Björn Borg**

Björn Borg shall offer a safe and healthy working environment and a workplace where management and employees join together to create a sense of well-being and maintain a culture of mutual respect. Björn Borg is convinced that exercise and an active lifestyle are a key to better health, lower sick leave and higher performance. Björn Borg shall foster a stimulating working environment and a corporate culture where employees can grow on the job and develop. Shared values play an important unifying function, and one of three internal values guiding behavior is Multiplying

*Multiplying - here exists a seamless synergy where cooperation, acceptance, and camaraderie function in harmony to create an outcome stronger than the individual parts. One plus one equals more than three. Together, our unique characteristics, talents, energies, and efforts transform into an experience that moves beyond all past limitations. Together, impossible is nothing.*

Björn Borg shall foster a culture of openness and an environment where people feel they are free to speak their minds and point out problems and irregularities, openly and honestly without risking negative repercussions.

## **3. Diversity**

Björn Borg sees diversity as an asset that improves the ability to reach business targets and stay relevant as a brand and a business. Employees shall be recruited, selected, evaluated and promoted on objective and transparent ground, regardless of race, ethnicity, age, religion, gender, sexual orientation or disability. Everyone at Björn Borg shall be treated equally and have the same development opportunities regardless of such factors. The goal further is that neither gender will make up over 60 percent of any of Björn Borg's key governing bodies.

## **4. Business ethics**

Björn Borg does not accept bribery or corruption. Employees should not accept gifts or the like from business partners, especially suppliers, unless it can be considered customary given the context and the relationship and the gift is of modest value for the recipient. Employees should be cautious in giving samples, gifts and the like to customers, e.g. to an individual representative of a customer and especially one making decisions on product purchasing, and shall not give such gifts or the like in case it can be considered as or have the effect of a bribe (i.e. aiming to influence a purchasing decision). All such free samples and other forms of gifts

shall be modest and be justified given the nature of the cooperation and not be designed or extended in a way aiming to unduly influence the recipient to make a certain business decision which is favourable for Björn Borg. Employees in Björn Borg may not use their position within the company, or use internal information, unduly or in an inappropriate way.

**5. Environmental responsibility**

Björn Borg acknowledges that its business activities have an impact on the environment and that there is a responsibility to address, and act to reduce, negative environmental impacts – whether it involves carbon emissions, water footprint or other use of planetary resources. Björn Borg shall operate business in a sustainable way, factoring environmental impacts into business decisions, and transition into more sustainable ways to conduct business (including develop and manufacture products), with an aim of measurably reducing negative environmental impact over time. Björn Borg shall be transparent about efforts made and its ability to improve performance over time.

**6. Social responsibility in the supply chain**

The workers producing Björn Borg products shall have decent and fair working conditions. Björn Borg shall take action to ensure that workers at third party factories manufacturing products are offered working conditions that are in line with the principles expressed in generally accepted international standards and conventions on the protection of workers. Björn Borg for example does not accept child labour, forced labour or discrimination and workers shall be ensured a safe and healthy working environment, freedom of association, fair and legal remuneration and reasonable working hours.

**7. Investor relations**

As a listed company, Björn Borg shall ensure compliance to applicable rules for listed companies. Information that is likely to have a significant effect on the price of the Björn Borg share as a rule may not be disclosed selectively but shall be disclosed to everybody simultaneously. Equal treatment of shareholders further shall be a guiding norm for Björn Borg.

**8. Consumer safety**

Björn Borg's products shall be safe for the consumer. Products shall be qualitative, be designed in line with applicable product safety regulations and shall not contain hazardous chemicals.

**9. Responsible Marketing**

Björn Borg acknowledges that it has a responsibility as a brand, influencing ideals around weight and health through marketing campaigns and other communication to consumers. Björn Borg advocates a healthy life style and ideals reflecting a healthy relationship to foot, body and training. Björn Borg applies the Ethical Charter of the Swedish Fashion Council. When booking models to campaigns Björn Borg shall always book models older than 16 years and aim for variation of looks, ethnical background and body types. Models shall be healthy-looking. The messages in Björn Borg's marketing shall never be sexist, discriminatory, racist or defamatory.