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## Björn Borg Annual Report 2019

The Björn Borg Annual Report and Sustainability Report for 2019 are now available at the corporate website

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

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

### The Björn Borg Group

The Björn Borg Group owns and develops the Björn Borg brand. The focus of the business is underwear, sports apparel and bags as well as the licensing of footwear, eyewear and home products (bedding and towels). Björn Borg products are sold in around 20 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 and e-commerce. Operations comprise brand development and services for the network of licensees and distributors as well as product development in the core underwear and sports apparel businesses. The Group is also responsible for distribution of underwear and sports apparel in Sweden, England, Finland, the Netherlands, Belgium and Germany as well as footwear in Sweden, Finland and the Baltic countries. The Björn Borg share has been listed on Nasdaq

Stockholm since 2007.

*This information is information that Björn Borg AB is obliged to make public pursuant to the Securities Markets Act. The information was submitted for publication on June 9, 2020 at 12:00 (CET).*

**FOR FURTHER INFO, PLEASE CONTACT JENS NYSTRÖM, CFO**

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**ABOUT BJÖRN BORG:** The Group owns the Björn Borg trademark and its core business is underwear, sportswear and bags. It also offers footwear 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 2019 for about SEK 1,6 billion, excluding VAT, at consumer level. Group net sales amounted to SEK around 757 MSEK in 2019, with an average of 213 employees. The Björn Borg share has been listed on Nasdaq Stockholm since 2007.