

Press Release, 16 July 2021 08:00:00 CEST

BJÖRN BORG – RESULT FOR THE SECOND QUARTER WILL SIGNIFICANTLY EXCEED MARKET EXPECTATIONS

The interim report for the Björn Borg Group will be presented on August 20, 2021, but as the company expects to report a significantly higher result for the second quarter of the year compared to the previous year and the result is considered to deviate from the expectations of the market, the preliminary numbers are published earlier.

The operating profit for the second quarter 2021 is increased with SEK 32.7 million to SEK 19.3 million (-13.4). The profit after tax increase with SEK 32.3 million to SEK 13.5 million (-18.8). The increased operating profit is primarily a result of improved gross margins and reduced operational expenses. The net sales of the quarter amount to SEK 168.4 million (148.0), which is an increase with 14 percent.

The interim report for the second quarter will be presented in full on Friday, August 20, 2021 at 07:30 a.m. CET. No further information will be provided before then. The numbers published in this release are preliminary and not reviewed by the company's auditors.

For further information, please contact

Henrik Bunge, CEO

Email: henrik.bunge@bjornborg.com

Tel: +46 70 234 76 20

Jens Nyström, CFO

Email: jens.nystrom@bjornborg.com

Phone: +46 85 06 337 00

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. Group net sales amounted to around SEK 705 million in 2020, with an average of 192 employees. The Björn Borg share has been listed on Nasdaq Stockholm since 2007.

This information is information that Björn Borg AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2021-07-16 08:00 CEST.

Attachments

BJÖRN BORG – RESULT FOR THE SECOND QUARTER WILL SIGNIFICANTLY EXCEED MARKET EXPECTATIONS