

INTERIM REPORT

BJÖRN BORG AB

JAN-SEP 2026

BJÖRN BORG 
train to live



Record quarter for both sales and operating profit

JULY 1 - SEPTEMBER 30, 2026

- Group net sales amounted to SEK 308.2 million (299.8), an increase of 2.8 percent. Currency-neutral, net sales increased by 2.5 percent.
- Net sales for own e-commerce increased by 16.1 percent to SEK 60.1 million (51.7), and sales for own e-commerce and e-tailers amounted to SEK 143.0 million (122.0), a increase of 17.3 percent.
- The gross profit margin was 54.6 percent (52.5).
- Operating profit amounted to SEK 53.2 million (45.1), an increase of 17.8 percent.
- Profit after tax amounted to SEK 42.3 million (36.9), an increase of 14.6 percent.
- Earnings per share both before and after dilution amounted to SEK 1.68 (1.47).

EVENTS AFTER THE END OF THE REPORTING PERIOD

On 22 October 2026, Henrik Bunge informed the Board of Directors of his decision to step down as CEO of Björn Borg. He will remain as CEO until 31 March 2027. The Board of Directors has initiated the process of recruiting a new CEO.

JANUARY 1 - SEPTEMBER 30, 2026

- Group net sales amounted to SEK 807.3 million (805.7), a decrease of 0.2 percent. Currency-neutral, net sales increased by 1.1 percent.
- Net sales for own e-commerce increased by 11.7 percent to SEK 172.7 million (154.6). Sales for own e-commerce and e-tailers amounted to SEK 360.3 million (333.3), an increase of 8.1 percent.
- The gross profit margin was 54.8 percent (51.1).
- Operating profit amounted to SEK 111.8 million (89.9), an increase of 24.3 percent.
- Profit after tax amounted to SEK 87.8 million (76.7), an increase of 14.4 percent.
- Earnings per share before dilution amounted to SEK 3.48 (3.05).
- Earnings per share after dilution amounted to SEK 3.49 (3.05).

QUOTE FROM CEO, HENRIK BUNGE

"The third quarter was our best ever, with both record sales and operating profit."

SEK million	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	Jan-Sep 2025	Oct 2025 - Sep 2026	Full-year 2025
Net sales	308.2	299.8	807.3	805.7	1,045.4	1,043.9
Gross profit margin, %	54.6	52.5	54.8	51.1	54.6	51.8
Operating profit	53.2	45.1	111.8	89.9	133.4	111.5
Operating margin, %	17.2	15.1	13.8	11.2	12.8	10.7
Profit after tax	42.3	36.9	87.8	76.7	103.1	92.1
Earnings per share before dilution, SEK	1.68	1.47	3.48	3.05	4.09	3.66
Earnings per share after dilution, SEK	1.68	1.47	3.49	3.05	4.10	3.66



CEO's Comment

The third quarter 2026 was Björn Borg's best ever, with records in both sales and operating profit. Sales reached SEK 308.2 million, an increase of 2.8 percent, while operating profit rose by 17.8 percent to SEK 53.2 million. We have now delivered profitable growth in 22 of the past 23 quarters. Our journey towards a stronger and more profitable Björn Borg continues.

One of the quarter's highlights was our own e-commerce business, which grew by 16 percent. It was also gratifying to see Underwear performing well with growth of 5 percent.

Sports apparel grew by 6 percent overall and our own e-commerce business was up by an impressive 32 percent. Swimwear and socks grew by more than 40 percent. Footwear continued to decline overall, although sales in our own e-commerce business increased by 10 percent. Our work on the footwear category continues, and I am confident that it can contribute to our profitable growth going forward.

Several of our markets performed well. Germany, where we now have a new country manager in place, grew by 34 percent. Sweden, Finland, Denmark and Belgium also had a good quarter, with growth ranging from 2 to 36 percent. Sales in the Netherlands were broadly unchanged from the previous year, while our smaller markets declined overall.

Growth was driven by wholesale sales which increased by 3 percent, and by our own e-commerce business, which grew by 16 percent. Sales in our own stores declined, mainly due to store closures. Sales in

comparable stores also fell, by 3 percent. Sales through distributors were unchanged.

The external environment remained uncertain and the consumer market was challenging, although we did see some cautious optimism, particularly in the Nordic countries. The Swedish krona weakened during the quarter, primarily against the US dollar, which put pressure on our margins.

At the same time, I remain confident in the direction we have chosen. It was precisely our three strategic growth areas; sports apparel, our own e-commerce business and Germany, that drove growth in the quarter. We will continue to invest in these areas while significantly improving their profitability.

During the quarter, we welcomed journalists, analysts and investors to our mandatory training hour. This gave them a chance to experience the heart of the brand we are building: our belief that training and movement make you better, not only at what you train for, but also in life.

We measure much of our success in sales and profit. But our vision goes beyond that. We want to inspire more people to live a more active life.

That's what Train to Live means to us.

Now, let's go – train to live!



Head coach
Henrik Bunge



Group development

OPERATING REVENUE 2026

The third quarter of the year showed an improvement in the operating revenue, including other revenues, of 3.7 percent to SEK 314.3 million (303.1). Adjusted for currency effects, operating revenue showed an increase of 3.4 percent for the quarter.

PRODUCT AREAS 2026

The underwear product area recovered during the third quarter of the year and increased by 5 percent. The increase in the product area came mainly through the wholesale business, which increased by 9 percent, as a result of strong sales for the fall season 2026. Sales of underwear through our own e-commerce also increased, with growth of 8 percent during the third quarter of the year. Underwear sales in our own stores fell by 16 percent, mainly due to fewer stores compared to the third quarter of last year. Sales to external distributors showed a decrease in the underwear product area of 29 percent, mainly due to the timing of deliveries between the quarters.

Sports apparel also recovered during the third quarter of the year and showed growth of 6 percent during the quarter, for the same reason as underwear.

Like underwear, sports apparel sales increased within our own e-commerce and showed an increase of 32 percent. In wholesale operations, sales were down by 1 percent, while sales to external distributors increased in the sports apparel product area by 36 percent. Our own stores decreased by 4 percent.

Overall, sales of footwear showed a decrease of 9 percent in the quarter, while footwear sales in the wholesale business were down by 10 percent. Our own stores also showed a weak quarter in the footwear product area, decreasing by 27 percent. However, our own e-commerce showed the opposite trend and was up by 10 percent in the quarter.

The bags product area fell by 47 percent in the third quarter, with wholesale operations in particular showing a weak quarter with a decrease of 54 percent. In contrast, direct-to-consumer sales showed stronger development, increasing by 6 percent in our own e-commerce and by 4 percent in our own stores.

Other product areas, such as swimwear and socks, showed a combined increase of 43 percent in the quarter. This was primarily within the wholesale business where the increase was 61 percent. The first nine months of 2026 the operating revenue overall were on a par with the previous year, and showed a decrease of 0.3 percent to SEK 824.2 million (826.9).

PRODUCT AREAS - SHARE OF TOTAL SALES

SEK thousands	Jul-Sep 2026	Jul-Sep 2025	Deviation	Jan-Sep 2026	Jan-Sep 2025	Deviation
Underwear	158,468	150,910	5%	387,565	382,060	1%
Sports apparel	90,768	85,586	6%	248,081	240,319	3%
Footwear	26,991	29,511	-9%	75,134	87,143	-14%
Bags	8,702	16,454	-47%	35,106	45,410	-23%
Other products	29,416	20,623	43%	78,269	71,986	9%
Total	314,345	303,086	4%	824,155	826,919	0%

MARKETS 2026

The largest market, Sweden, increased by 6 percent in the quarter compared to the third quarter of the previous year. The recovery was strongest in the wholesale operations, where the increase was 6 percent. In Sweden our own e-commerce increased by 17 percent, while our own stores decreased by 24 percent. The second largest market, the Netherlands, was on a par with the previous year. Both wholesale operations

and our own e-commerce increased, while our own stores decreased due to fewer stores compared to the previous year. Germany recovered in the third quarter and delivered growth of 34 percent. While Finland increased by 2 percent in the quarter, Denmark continued its strong development and was up by 31 percent. Belgium also grew and increased by 21 percent in the quarter. Other smaller markets decreased by 25 percent overall.

MARKETS - SHARE OF TOTAL SALES

SEK thousands	Jul-Sep 2026	Jul-Sep 2025	Deviation	Jan-Sep 2026	Jan-Sep 2025	Deviation
Sweden	119,748	113,419	6%	301,897	306,471	-1%
Netherlands	62,570	62,444	0%	170,358	188,110	-9%
Finland	44,814	43,888	2%	113,381	101,118	12%
Germany	30,990	23,115	34%	80,637	73,031	10%
Denmark	16,812	12,817	31%	41,958	31,716	32%
Belgium	10,156	8,390	21%	26,681	27,631	-3%
Other countries	29,256	39,011	-25%	89,244	98,843	-10%
Total	314,345	303,086	4%	824,155	826,919	0%

SALES CHANNELS 2026

The largest channel, wholesale operations, showed an increase of 3 percent in the third quarter of 2026, where e-tailers, players who primarily sell online, increased wholesale operations by 18 percent, while the wholesale operations for physical stores decreased by 5 percent. This was the result of the strong development of e-tailers in the German market. Our own stores fell by 13 percent in the quarter. A significant proportion of the

decrease was due to the fewer number of stores this year compared to the same quarter last year. For comparable stores, i.e. stores that were open during both comparison quarters, the decrease was 3 percent. Our own e-commerce delivered another strong quarter and was up by 16 percent in the quarter. It was primarily sports apparel and underwear that contributed to the increase. Overall, external distributors were on a par with the previous year.

SALES CHANNELS - SHARE OF TOTAL SALES

SEK thousands	Jul-Sep 2026	Jul-Sep 2025	Deviation	Jan-Sep 2026	Jan-Sep 2025	Deviation
Wholesale business	223,820	218,099	3%	567,629	576,913	-2%
Own e-commerce	60,053	51,714	16%	172,669	154,577	12%
Own stores	20,931	23,996	-13%	53,202	66,244	-20%
Distributors	9,110	9,085	0%	29,381	28,354	4%
Licensing	433	191	127%	1,275	831	54%
Total	314,345	303,086	4%	824,155	826,919	0%

NET SALES

Third quarter, July-September 2026

The Group's net sales during the third quarter amounted to SEK 308.2 million (299.8), an increase of 2.8 percent. The currency effect on sales in the quarter was positive, and adjusted for currency effects, net sales increased by 2.5 percent.

The main explanation for the increase between the quarters was due to strong sales of the fall 2026 season, as well as the continued strong.

For further details, see below under "Developments by segment".

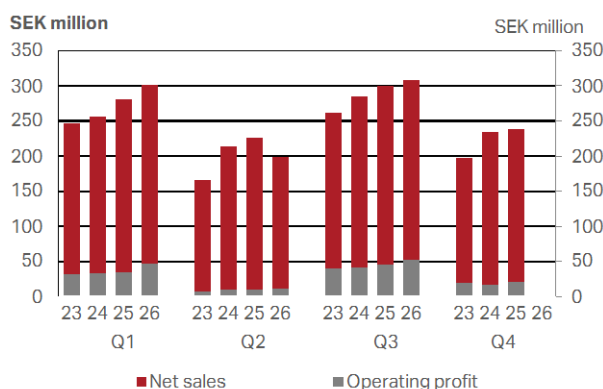
The nine-month period, January-September 2026

The Group's net sales during the first nine months amounted to SEK 807.3 million (805.7), an increase of 0.2 percent. The currency effect had a negative impact on net sales during the first nine months of the year, and adjusted for currency effects, sales increased by 1.1 percent.

The main explanation for the development during the first nine months was the continued strong development in our own e-commerce and specifically within the product area sports apparel, while the footwear product area developed less well than expected.

For further details, see below under "Development by segment".

QUARTERLY NET SALES AND OPERATING PROFIT 2023-2026



RESULTS

Third quarter, July-September 2026

The gross profit margin for the third quarter increased to 54.6 percent (52.5).

Other operating revenue amounted to SEK 6.1 million (3.3) and mainly related to unrealized gains on accounts receivable and accounts payable in foreign currency.

Operating costs in the quarter increased by SEK 5.7 million, as planned, primarily depending on the company's incentive programme, compared to the third quarter of the previous year.

Increased sales with a higher gross profit margin, as well as increased operating expenses, meant that operating profit increased to SEK 53.2 million (45.1).

Net financial items amounted to SEK -0.7 million (0.4). The change in net financial items compared to the previous year was mainly attributable to the revaluation of financial assets and liabilities in foreign currency. The company's valuation of future forward contracts in foreign currency had a negative effect on net financial items of SEK -0.2 million (1.0) during the quarter.

Profit for the period after tax increased to SEK 42.3 million (36.9).

The nine-month period, January-September 2026

The gross profit margin for the first nine months increased to 54.8 percent (51.1).

Other operating revenue amounted to SEK 16.9 million (21.2) and mainly related to unrealized gains on accounts receivable and accounts payable in foreign currency.

Operating costs increased, as planned, by SEK 4.2 million compared to the first nine months of the previous year. Increased sales with a higher gross profit margin, as well as increased operating costs, resulted in an overall increase in operating profit to SEK 111.8 million (89.9).

Net financial items amounted to SEK -1.6 million (6.5). The change in net financial items compared to the previous year was mainly attributable to the revaluation of financial assets and liabilities in foreign currency. Furthermore, the company's valuation of future forward contracts in foreign currency had a positive effect on net financial items during the period of SEK 2.1 million (-1.5).

Profit for the period after tax increased to SEK 87.8 million (76.7).

Segment	Revenue type	Operating income, SEK thousands		Operating profit, SEK thousands		Operating margin, %	
		January-September		January-September		January-September	
		2026	2025	2026	2025	2026	2025
Wholesale	Products	567,629	576,912	75,280	62,205	13	11
Own e-commerce	Products	172,669	154,577	34,112	25,564	20	17
Own stores	Products	53,202	66,244	-4,783	-4,516	-9	-7
Distributors	Products	29,381	28,354	6,041	6,070	21	21
Licensing	Royalties	1,275	831	1,133	597	89	72
Total		824,155	826,918	111,783	89,920	14	11

Development by segment

Björn Borg's segment reporting consists of the company's main revenue streams, which are divided into Wholesale, Own e-commerce, Own stores, Distributors and Licensing, which is also how the operations are followed up internally in the Group.

Wholesale business

The segment consists of revenues and costs associated with the Björn Borg Group's wholesale operations. The Group operates wholesale operations in Sweden, the Netherlands, Finland, Germany, Belgium and Denmark for underwear, sports apparel, bags, footwear and complementary products.

The segment's external operating income for the first nine months of the year amounted to SEK 567.6 million (576.9), which was a decrease of 2 percent. The main explanation for the decrease was that the distribution of shoes did not meet expectations, resulting in a decrease of 15 percent, and that bags showed a decrease of 26 percent. Overall, however, e-tailers sales within the segment, players who primarily sell online, saw an increase of 5 percent to SEK 188 million (179), driven by strong sales in the German market. Physical stores within the segment showed a decrease of 5 percent to SEK 380 million (398). Within wholesale operations, the largest market, Sweden, showed a total decrease in sales of 4 percent compared to the previous year. The second largest market, the Netherlands, was down within the segment by 10 percent as the distribution of footwear, which now constitutes a significant part, did not sell according to expectations. The Finnish market showed growth of 14 percent, and Germany increased by 11 percent, Denmark was up by 37 percent, while Belgium was down by 17 percent.

Operating profit amounted to SEK 75.3 million (62.2), an increase of 21 percent. Reduced sales with higher gross profit margins and slightly higher operational costs meant that the operating profit was better than the previous year.

Own e-commerce

The segment consists of revenue and costs associated with the Björn Borg Group's sales of underwear, sportswear, shoes, bags and complementary products, directly to consumers via its own e-commerce at www.bjornborg.com.

During the first nine months of 2026, our own e-commerce increased by 12 percent to SEK 172.7 million (154.6). The increase was mainly due to strong growth in the sports apparel product area, which increased by 24 percent compared to the previous year. The bags product area also increased, and grew by 9 percent, as did footwear, which was up by 4 percent. Underwear increased by 4 percent for the first nine months of the year.

Operating profit amounted to SEK 34.1 million (25.6). The improvement came primarily from increased sales with an improved gross profit margin, although planned increases in operating costs did have an opposite, negative effect.

Own stores

The segment consists of revenue and costs associated with the Björn Borg Group's direct-to-consumer sales through its own physical stores. The Björn Borg Group owns and operates a total of 11 (13) stores and factory outlet stores in Sweden, the Netherlands, Finland and Belgium, selling underwear, sports apparel, footwear, bags and complementary products.

Our own physical stores showed a total decrease of 20 percent for the first nine months of 2026 and amounted to SEK 53.2 million (66.2), primarily due to the company having chosen to close one of its own stores, in accordance with the company's strategy to close unprofitable stores. For comparable stores, i.e. stores that were open during both comparison quarters, sales decreased by 5 percent for the first nine months of 2026.

In the Netherlands, sales in our own stores were down by 31 percent, and by 10 percent for comparable stores. In Sweden, sales in our own stores were down by 24 percent, and by 2 percent for comparable stores. Sales in Finland were down by 2 percent, while Belgium was up 3 percent overall and in comparable stores.

Operating profit for the first nine months of 2026 amounted to SEK -4.8 million (-4.5). The improvement in operating profit was primarily explained by improved gross profit margins and reduced operational costs.

Distributors

The distributors' segment consists mainly of revenue and costs associated with sales to distributors of product groups that are developed in-house by the company.

The segment's external operating income increased by 4 percent in the first nine months of 2026 compared to 2025 and amounted to SEK 29.4 million (28.4). Sales to the largest distributor market, Norway, increased by 8 percent, while sales to other smaller distributors decreased by 7 percent overall.

Operating profit remained at approximately the same level as the previous year, at SEK 6.0 million (6.1).

Licensing

The licensing segment consists primarily of royalty income from licenses and costs for the Group associated with licensing operations.

The segment's external operating income increased during the first nine months of 2026 compared to 2025 and amounted to SEK 1.3 million (0.8).

Operating profit amounted to SEK 1.1 million (0.6).

Intra-Group sales

Intra-Group sales for the first nine months of 2026 amounted to SEK 592.3 MSEK (565.3).

Seasonal variations

The Björn Borg Group operates in an industry with seasonal variations. The different quarters vary in terms of sales and profits. See the diagram with 'Net Sales and Operating Profit per quarter' on page 7.

INVESTMENTS AND CASH FLOW

The cash flow from current operations in the Group in the first nine months of 2026 amounted to SEK 49.6 million (–76.1). The improvement compared to the previous year was primarily due to improved operating profit and the lower level of tied-up capital.

The cash flow from investment activities was negative, at SEK –11.0 million (–8.6). The major investments related primarily to the renovation of the showroom in Sweden and one of the outlet stores in the Netherlands. The cash flow from financing activities amounted to SEK –39.4 million (79.4). The deterioration is explained by the fact that this year's dividend to shareholders was paid in full during the second quarter of 2026, whereas the 2025 dividend was paid in two instalments, one in May and one in November, as well as by reduced utilisation of the overdraft facility.

FINANCIAL POSITION AND LIQUIDITY

At the end of the period, the Björn Borg Group's cash and cash equivalents amounted to SEK 13.6 million (12.5), plus unused bank facilities of SEK 88.7 million (51.9). At the end of the third quarter of the year, the company had a net debt, excluding lease liabilities, of SEK 97.7 million (135.6). Total interest-bearing liabilities amounted to SEK 157.1 million (180.5), with total lease liabilities amounting to SEK 45.8 million (32.4), of which SEK 29.1 million was the long-term share and SEK 16.7 million was the short-term share. The Björn Borg Group has SEK 200 million in bank facilities, of which SEK 111.3 million (148.1) was utilized as of September 30, 2026. The fair value of financial instruments corresponded in all material respects to the book value.

COMMITMENTS AND CONTINGENT LIABILITIES

As a commitment to the overdraft facility, the company has undertaken to ensure that the ratio of the Group's net debt and its 12-month rolling operating profit before depreciation, as of the last day of each quarter, does not exceed 3.00. Furthermore, the Group should, at all times, maintain an equity ratio of at least 35 percent.

As of September 30, 2026, the ratio was 0.66 (1.17) and the equity ratio was 49.1 percent (51.1).

There have been no significant changes in collateral and contingent liabilities compared to Dec 31 2025.

PERSONNEL

The average number of employees in the Group for the twelve-month rolling period ending September 30 2026, was 145 (148) of whom 67 percent (67) were women and 33 percent (33) were men.

TRANSACTIONS WITH RELATED PARTIES

The Björn Borg Group has, following a decision at the Annual General Meeting, introduced an incentive programme under which the company offers members of the Group management and certain other key individuals within the Group the opportunity to acquire warrants in the company at market value. The incentive programme involves an issue of a total of 600,000 warrants, where each warrant gives the holder the right to subscribe for one new share in the company. A total of 600,000 warrants out of 600,000 were subscribed for.

For further information about the incentive programme and its design, please refer to the company's website and

the documentation regarding the 2026 Annual General Meeting.

In addition to the customary remuneration (salary, fees and other benefits) to the CEO, senior executives and board of directors, as well as intra-Group sales between Group companies, no transactions with related parties were carried out during the period.

SIGNIFICANT RISKS AND UNCERTAINTIES

The Björn Borg Group is exposed to risks and uncertainties through its operations. Information about the Group's risks and uncertainties is provided on page 56 of the 2025 Annual Report.

The company notes, however, that the geopolitical situation in the world remains challenging. It is currently difficult to determine how this will affect the Björn Borg Group's operations financially, but the fact that the company does not do business for example in either Russia, Ukraine or Iran minimizes the risk of a negative impact on the business, although consumers' declining confidence in the future may have an indirect, negative effect.

Taken together, these macro-economic effects may have a further impact on consumer purchasing behavior.

PARENT COMPANY

Björn Borg AB (publ) mainly conducts intra-Group operations. September 30 2026, the company owned 100 percent of the shares in Björn Borg Brands AB, Björn Borg Footwear AB, Björn Borg Inc, Björn Borg UK Ltd, Baseline BV, Belgian Brand Management BVBA, Björn Borg Finland Oy and Björn Borg Denmark ApS. The company also owned 75 percent of the shares in Björn Borg (China) Ltd.

The parent company's net sales for the first nine months, 2026, amounted to SEK 65.2 million (64.2).

Profit before tax amounted to SEK 4.6 million (9.4). Cash and cash equivalents at the end of the period amounted to SEK 0 million (0).

EVENTS AFTER THE END OF THE REPORTING PERIOD

As previously announced, Henrik Bunge has informed the Board of Directors of his decision to step down as CEO of Björn Borg. He will remain in his role as CEO until 31 March 2027. The Board of Directors has initiated the recruitment of a new CEO. No other material events have occurred after the end of the reporting period.

NUMBER OF SHARES

The vesting period for the share-based incentive programme, LTIP 2023/2026, ended on 25 May 2026. The performance conditions achieved entitled participants to 53,022 shares, which were issued in June 2026. As a result, the total number of shares in Björn Borg amounts to 25,201,406 (25,148,384).

The weighted average number of shares during the quarter amounted to 25,201,406 (25,148,384). For the period January–September, it amounted to 25,170,412 (25,148,384), and for the latest twelve-month period, it amounted to 25,164,844 (25,148,384). The increase is attributable to the new share issue carried out during the second quarter.

FINANCIAL GOALS

Björn Borg's long-term financial targets valid until further notice, are:

- Annual sales growth of at least 10 percent.
- An annual operating margin of at least 10 percent.
- An annual dividend of at least 50 percent of net profit after tax.
- An equity ratio which should not fall below 35 percent.

Comments on the financial targets: Sales growth is expected to come primarily from growth in Sports Apparel and the Footwear business, while other product groups are also expected to grow.

ANNUAL GENERAL MEETING

On May 19, 2026, Björn Borg's Annual General Meeting approved the Board of Directors proposal for a dividend to shareholders of SEK 3.00 (3.00) per share for the financial year 2025. The Board of Directors' proposal corresponds to a transfer to shareholders of SEK 75.4 million (75.4). Cecilia Bönström, Jens Høgsted, Johanna Schottenius och Mats H Nilsson were re-elected to the Board. Björn Jansson was elected as new Board member. The total number of the Board members is five. The meeting decided to elect Johanna Schottenius as a Chair of the Board.

The meeting also adopted the Board's proposal for a long-term incentive program including the issuance of warrants. For further information on the incentive program, see above under "Transactions with related parties"

ACCOUNTING PRINCIPLES

This condensed interim report for the Group has been prepared in accordance with IAS 34 Interim Financial Reporting and the applicable provisions of the Swedish Annual Accounts Act. The interim report for the Parent Company has been prepared in accordance with Chapter 9 of the Swedish Annual Accounts Act and RFR 2 Accounting for Legal Entities. The accounting policies applied in this interim report are consistent with those applied in the preparation of the Group's and the Parent Company's annual reports for 2025 (see page 52 of the 2025 Annual Report)

New and amended accounting standards effective from 2026 onwards

IFRS 18 *Presentation and Disclosure in Financial Statements* was issued by the IASB on 9 April 2024 and replaces IAS 1 *Presentation of Financial Statements*. The standard is effective for annual reporting periods beginning on or after 1 January 2027 and was adopted by the EU through Commission Regulation (EU) 2026/338 on 13 February 2026. IFRS 18 is to be applied retrospectively.

IFRS 18 introduces new requirements for the presentation of the statement of profit or loss, including defined totals and subtotals. The Group will be required to

classify all income and expenses presented in the statement of profit or loss into one of five categories: operating, investing, financing, income taxes and discontinued operations. IFRS 18 also introduces disclosure requirements for management-defined performance measures (MPMs) and more detailed requirements for the aggregation and disaggregation of items in the financial statements.

The Group is continuing to assess the full impact of IFRS 18, including its effects on the structure of the Group's statement of profit or loss and statement of cash flows, as well as the additional disclosure requirements. The Group's preliminary assessment is that the standard will primarily affect the presentation of the statement of profit or loss. Certain income and expenses currently recognised in net financial items may, depending on the final classification assessment, be presented within operating profit or in the investing category.

IFRS 18 also introduces amendments to the statement of cash flows, including a requirement to use operating profit as the starting point when applying the indirect method. For entities whose main business activities do not involve investing in assets or providing financing to customers, interest received is to be classified as cash flows from investing activities and interest paid as cash flows from financing activities. These items are currently presented within the Group's cash flows from operating activities.

No other new or amended accounting standards or interpretations approved for application from 2026 have been assessed as having a material impact on the financial statements of the Group or the Parent Company.

IMPORTANT ASSESSMENTS AND ESTIMATES

When preparing the interim report, management is required to make assessments and estimates regarding assumptions that affect the application of the Group's (and the Parent Company's) accounting principles and the reported amounts for assets, liabilities, income and costs. The effects of the current geopolitical situation and its possible negative financial impact have been taken into account. The outcome of the afore-mentioned consideration has not had any significant impact on the Group's financial statements. Important estimates and assessments are disclosed in the 2025 annual report. No significant changes in estimates or assessments have been made compared to the 2025 annual report.

AUDIT

This interim report has been subject to a general review by the company's auditors. The review can be found on page 20.

OUTLOOK 2026

The company's policy is not to provide forecasts.

Consolidated income statement

CONDENSED

SEK thousands	Note	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	Jan-Sep 2025	Oct 2025 - Sep 2026	Full-year 2025
Net sales	1,2	308,227	299,786	807,254	805,727	1,045,427	1,043,899
Other operating revenue		6,118	3,300	16,901	21,192	23,664	27,954
Operating revenue		314,345	303,086	824,155	826,919	1,069,091	1,071,853
Goods for resale		-139,837	-142,274	-365,228	-394,105	-474,788	-503,665
Other external expenses	3	-73,498	-74,006	-195,104	-195,490	-260,715	-261,101
Personnel costs		-39,015	-32,292	-116,135	-108,779	-154,960	-147,603
Depreciation/amortization of tangible/ intangible non-current assets		-7,454	-7,211	-22,034	-22,227	-28,872	-29,066
Other operating expenses		-1,386	-2,182	-13,871	-16,398	-16,374	-18,902
Operating profit		53,155	45,121	111,783	89,920	133,381	111,516
Net financial items		-746	420	-1,645	6,490	-1,902	6,233
Profit before tax		52,409	45,541	110,138	96,410	131,479	117,749
Tax		-10,149	-8,670	-22,368	-19,661	-28,396	-25,689
Profit for the period		42,260	36,871	87,770	76,749	103,083	92,060
Profit for the period attributable to							
Parent Company`s shareholders		42,260	36,871	87,770	76,749	103,083	92,060
Non-controlling interests		0	0	0	0	0	0
Earnings per share before dilution, SEK		1.68	1.47	3.48	3.05	4.09	3.66
Earnings per share after dilution, SEK		1.68	1.47	3.49	3.05	4.10	3.66
Number of shares		25,201,406	25,148,384	25,201,406	25,148,384	25,201,406	25,148,384

Consolidated statement of comprehensive income

CONDENSED

SEK thousands	Note	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	Jan-Sep 2025	Oct 2025 - Sep 2026	Full-year 2025
Net profit for the period		42,260	36,871	87,770	76,749	103,083	92,060
OTHER COMPREHENSIVE INCOME							
Components that may be reclassified to profit or loss							
Translation difference for the period		2,374	-698	4,457	-6,211	2,981	-8,073
Total other comprehensive income for the period		2,374	-698	4,457	-6,211	2,981	-8,073
Total comprehensive income for the period		44,634	36,173	92,227	70,538	106,064	83,987
Total comprehensive income attributable to							
Parent Company`s shareholders		44,808	36,162	92,762	69,580	106,493	82,923
Non-controlling interests		-174	11	-535	958	-429	1,064

Consolidated statement of financial position

CONDENSED

SEK thousands	Note	Sep 30, 2026	Sep 30, 2025	Dec 31, 2025
Non-current assets				
Goodwill		36,892	36,343	35,866
Trademarks		187,532	187,532	187,532
Other intangible assets		6,349	6,591	6,364
Tangible non-current assets		25,052	20,830	22,081
Deferred tax assets		7,991	9,902	8,788
Right-of-use assets		47,410	33,111	30,702
Total non-current assets		311,226	294,309	291,333
Current assets				
Inventory		194,873	211,348	257,237
Accounts receivable		204,808	190,831	133,095
Other current receivables	4	48,018	45,064	24,025
Cash and cash equivalents		13,638	12,498	13,535
Total current assets		461,337	459,741	427,892
Total assets		772,562	754,050	719,225
Equity and liabilities				
Equity		379,357	385,294	361,019
Deferred tax liabilities		39,537	39,666	39,537
Long-term lease liabilities		29,105	17,513	14,979
Current liability to credit institution		111,332	148,099	63,540
Accounts payable		87,972	54,351	158,962
Short-term lease liabilities		16,671	14,923	14,266
Other current liabilities		108,586	94,204	66,922
Total equity and liabilities		772,561	754,050	719,225

Consolidated statement of changes in equity

CONDENSED

Note	Note	Equity attributable to Parent Company's shareholders	Non - controlling interest	Total equity
Opening balance, January 1, 2025		359,361	-6,882	352,478
Total comprehensive income for the period		69,580	958	70,538
Closing balance, September 30, 2025		-37,723	-	-37,723
Closing balance, September 30, 2025		391,218	-5,924	385,294
Opening balance, January 1, 2025		359,361	-6,882	352,478
Total comprehensive income for the period		82,922	1,064	83,986
Distribution for 2024		-75,445	-	-75,445
Closing balance, December 31, 2025		366,838	-5,818	361,019
Opening balance, January 1, 2026		366,838	-5,818	361,019
Total comprehensive income for the period		92,765	-534	92,230
Share issue		17	-	17
Warrant premium		1,536	-	1,536
Distribution for 2025		-75,445	-	-75,445
Closing balance, September 30, 2026		385,710	-6,352	379,357

Consolidated statement of cash flows

CONDENSED

SEK thousands	Jul-Sep 2026	Jul-Sep 2025	Jul-Sep 2026	Jul-Sep 2025	Full-year 2025
Cash flow from operating activities					
Before changes in working capital	52,361	44,467	110,807	86,372	107,335
Change in working capital	-100,790	-94,437	-61,201	-162,462	-52,061
Cash flow from operating activities	-48,429	-49,970	49,606	-76,090	55,274
Investments in intangible non - current assets	-281	-315	-1,721	-1,870	-2,243
Investments in tangible non - current assets	-1,037	-1,798	-9,272	-6,762	-10,161
Cash flow from investing activities	-1,318	-2,113	-10,993	-8,632	-12,404
Distribution	-	-	-75,445	-37,723	-75,445
Proceeds from share issue	-	-	17	-	-
Warrant premium	1,536	-	1,536	-	-
Amortization of lease liabilities	-4,558	-4,659	-13,330	-13,690	-18,108
Overdraft facility	51,237	56,572	47,792	130,818	46,259
Cash flow from financing activities	48,215	51,913	-39,414	79,405	-47,294
Cash flow for the period	-1,532	-170	-818	-5,317	-4,424
Cash and cash equivalents at beginning of the period	14,090	11,264	13,535	8,771	8,771
Translation difference in cash & cash equivalents	1,080	1,404	921	9,044	9,188
Cash & cash equivalents at end of the period	13,638	12,498	13,638	12,498	13,535

Key figures

GROUP

SEK thousands	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	Jan-Sep 2025	Oct 2025- Sep 2026	Full-year 2025
Gross profit margin, % *	54.6	52.5	54.8	51.1	54.6	51.8
Operating margin, % *	17.2	15.1	13.8	11.2	12.8	10.7
Profit margin, % *	17.0	15.2	13.6	12.0	12.6	11.3
Return on capital employed, % *	24.8	21.7	24.8	21.7	24.8	28.8
Return on average, equity, % *	27.0	23.9	27.0	23.9	27.0	25.8
Profit attributable to Parent Company`s shareholders	42,260	36,871	87,770	76,749	103,083	92,060
Equity/assets ratio, % *	49.1	51.1	49.1	51.1	49.1	50.2
Equity per share, SEK *	15.05	15.32	15.05	15.32	15.05	14.36
Investments in intangible non - current assets	281	315	1,721	1,870	2,094	2,243
Investments in tangible non - current assets	1,037	1,798	9,272	6,762	12,671	10,161
Depreciation, amortization and impairment losses for the period	-7,454	-7,211	-22,034	-22,227	-28,873	-29,066
Average number of employees	147	150	145	147	145	147

* The figure is an alternative performance measure (APM) and not (IFRS). It is described under definitions and explained on page 20.

Quarterly data

GROUP

SEK thousands	Q3 2026	Q2 2026	Q1 2026	Q4 2025	Q3 2025	Q2 2025	Q1 2025	Q4 2024
Net sales	308,227	198,445	300,582	238,172	299,786	225,913	280,027	234,619
Gross profit margin, %	54.6	56.2	54.0	54.0	52.5	50.6	49.9	53.3
Operating profit	53,154	11,781	46,851	21,595	45,121	10,614	34,186	16,812
Operating margin, %	17.2	5.9	15.6	9.1	15.1	4.7	12.2	7.2
Profit (loss) after financial items	52,409	11,586	46,148	21,337	45,541	5,007	45,864	10,294
Profit margin, %	17.0	5.8	15.4	9.0	15.2	2.2	16.4	4.4
Earnings per share, SEK	1.67	0.34	1.46	0.61	1.46	0.16	1.43	0.40
Earnings per share after dilution, SEK	1.67	0.34	1.46	0.61	1.46	0.16	1.43	0.40
Number of Björn Borg stores at end of period	11	11	11	11	11	12	12	13

Parent company income statement

CONDENSED

SEK thousands	Note	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	Jan-Sep 2025	Oct 2025 - Sep 2026	Full-year 2025
Net sales		32,834	32,121	98,018	96,344	130,031	128,357
Other operating revenue		83	41	1,161	779	1,502	1,120
Operating revenue		32,917	32,162	99,179	97,123	131,533	129,477
Other external expenses	3	-17,114	-20,214	-49,544	-53,731	-68,269	-72,457
Personnel costs		-16,105	-10,096	-43,362	-35,854	-55,689	-48,181
Depreciation/ amortization of tangible/ intangible non - current assets		-904	-483	-2,379	-1,465	-2,911	-1,997
Other operating expenses		-31	-72	-170	-344	-254	-429
Operating profit/loss		-1,237	1,297	3,724	5,729	4,409	6,413
Net financial items		-1,035	29	-1,444	4,632	1,769	7,845
Profit/loss after financial items		-2,272	1,326	2,280	10,361	6,178	14,258
Group contributions received/paid		-	-	-	-	75,470	75,470
Appropriations		-	-	-	-	-406	-406
Profit/loss before tax		-2,272	1,326	2,280	10,361	81,242	89,322
Tax		-	-	-	-4	-19,322	-19,326
Profit/loss for the period		-2,272	1,326	2,280	10,357	61,920	69,996
Other comprehensive income		-	-	-	-	-	-
Total comprehensive income for the period		-2,272	1,326	2,280	10,357	61,920	69,996

Parent company balance sheet

CONDENSED

SEK thousands	Note	Sep 30, 2026	Sep 30, 2025	31 dec, 2025
Non-current assets				
Intangible assets		1,684	1,242	1,521
Tangible non - current assets		6,746	3,345	4,873
Shares in Group companies		115,016	115,016	115,016
Total non - current assets		123,446	119,603	121,410
Current assets				
Receivables from Group companies		180,471	360,561	252,090
Other current receivables	4	25,094	21,008	5,256
Total current assets		205,565	381,569	257,346
Total assets		329,011	501,172	378,756
Equity and liabilities				
Equity		61,681	111,377	133,293
Untaxed reserves		1,241	835	1,241
Current liability credit institution		111,332	148,099	63,540
Due to Group companies		128,838	217,773	156,512
Accounts payable		7,376	7,549	6,927
Other current liabilities		18,543	15,539	17,243
Total equity and liabilities		329,011	501,172	378,756

Parent company statement of changes in equity

CONDENSED

SEK thousands	Jan-Sep 2026	Jan-Sep 2025	Full-year 2025
Opening balance	133,293	138,743	138,743
Distribution	-75,445	-37,723	-75,445
Share issue	17	-	-
Warrant premium	1,536	-	-
Total comprehensive income for the period	2,280	10,357	69,996
Closing balance	61,681	111,377	133,293

Supplementary disclosures

NOTE 1 SUMMARY PER SEGMENT

GROUP						
SEK thousands	Jul-Sep 2026	Jul-Sep 2025	Jan-Sep 2026	Jan-Sep 2025	Oct 2025-Sep 2026	Full-year 2025
Operating revenue						
Wholesale business						
External revenue	223,820	218,099	567,629	576,912	719,198	728,479
Internal revenue	1,228	604	2,507	3,116	3,277	3,886
	225,049	218,703	570,135	580,027	722,475	732,366
Own e-commerce						
External revenue	60,053	51,714	172,669	154,577	234,702	216,610
Internal revenue	318	559	1,271	1,911	2,063	2,702
	60,371	52,272	173,940	156,488	236,765	219,313
Own stores						
External revenue	20,931	23,996	53,202	66,244	74,420	87,462
Internal revenue	-	-	-	-	166	166
	20,931	23,996	53,202	66,244	74,586	87,628
Distributors						
External revenue	9,110	9,085	29,381	28,354	39,169	38,142
Internal revenue	217,180	198,153	557,861	529,856	709,423	681,419
	226,289	207,238	587,242	558,210	748,592	719,561
Licensing						
External revenue	433	191	1,275	831	1,604	1,159
Internal revenue	11,817	11,550	30,691	30,431	38,836	38,576
	12,249	11,741	31,967	31,261	40,440	39,735
Less internal sales	-230,543	-210,865	-592,330	-565,313	-753,766	-726,750
Operating revenue	314,345	303,086	824,155	826,919	1,069,091	1,071,852
<i>deducted Other operating revenue</i>	6,118	3,300	16,901	21,192	23,664	27,955
Net sales	308,227	299,785	807,254	805,727	1,045,427	1,043,899
Goods for resale						
Wholesale business	-112,148	-112,870	-284,791	-308,627	-365,122	-388,957
Own e-commerce	-14,229	-15,295	-44,632	-45,162	-62,579	-63,109
Own stores	-8,213	-8,558	-18,391	-23,475	-24,114	-29,198
Distributors	-5,247	-5,551	-17,414	-16,842	-22,973	-22,402
Goods for resale	-139,837	-142,274	-365,228	-394,105	-474,788	-503,666
Operating profit						
Wholesale business	38,264	36,180	75,280	62,205	80,170	67,095
Own e-commerce	11,927	7,882	34,112	25,564	48,704	40,154
Own stores	312	-1,045	-4,783	-4,516	-5,337	-5,070
Distributors	2,317	1,918	6,041	6,070	8,254	8,283
Licensing	335	186	1,133	597	1,590	1,054
Operating profit	53,155	45,121	111,783	89,920	133,381	111,516
Interest income and similar credits	1,018	1,995	2,815	12,825	3,220	13,230
Interest expenses and similar charges	-1,764	-1,575	-4,460	-6,335	-5,122	-6,997
Profit before tax	52,409	45,541	110,138	96,410	131,479	117,749

NOTE 2 NET SALES

The Group's net sales consist of sales of products and royalties for the use of the company's brand. Transfers of goods/royalties are made at fixed points in time. Listed in the table below are markets with a net sale above 10 percent of total.

NET SALES GEOGRAPHIC MARKET

Jan-Sep 2026 Group, SEK thousands	Wholesale	Own e-commerce	Own stores	Distributors	Licensing	Total sales	Deducted other operating	Net sales
Sweden	228,845	56,030	15,747	-	1,275	301,897	-6,191	295,706
Netherlands	96,395	55,925	18,037	-	-	170,357	-3,494	166,864
Finland	93,442	6,299	13,640	-	-	113,381	-2,325	111,055
Germany	74,541	6,096	-	-	-	80,637	-1,654	78,983
Belgium	11,301	9,603	5,777	-	-	26,681	-547	26,134
Denmark	34,964	6,994	-	-	-	41,958	-860	41,097
Other countries	28,141	31,722	-	29,381	-	89,244	-1,830	87,414
Total	567,629	172,669	53,201	29,381	1,275	824,155	-16,901	807,254
Deducted other operating revenue	-11,640	-3,541	-1,091	-603	-26		-16,901	
Net sales	555,989	169,128	52,111	28,778	1,249	824,155	-16,901	807,254

NET SALES GEOGRAPHIC MARKET

Jan-Sep 2025 Group, SEK thousands	Wholesale	Own e-commerce	Own stores	Distributors	Licensing	Total sales	Deducted other operating	Net sales
Sweden	238,012	46,919	20,710	-	831	306,471	-7,854	298,618
Netherlands	106,863	55,283	25,964	-	-	188,110	-4,821	183,289
Finland	81,733	5,425	13,959	-	-	101,118	-2,717	98,401
Germany	66,860	6,171	-	-	-	73,031	-1,872	71,160
Belgium	13,578	8,442	5,611	-	-	27,631	-708	26,923
Denmark	25,526	6,190	-	-	-	31,716	-813	30,903
Other countries	44,341	26,148	-	28,354	-	98,843	-2,407	96,434
Total	576,913	154,577	66,244	28,354	831	826,919	-21,192	805,727
Deducted other operating revenue	-14,785	-3,961	-1,698	-727	-21		-21,192	
Net sales	562,128	150,616	64,546	27,627	810	826,919	-21,192	805,727

NET SALES BY PRODUCT AREA

Jan-Sep 2026 Group, SEK thousands	Wholesale	Own e-commerce	Own stores	Distributors	Licensing	Total sales	Deducted other operating	Net sales
Underwear	279,603	65,868	26,728	15,366	-	387,565	-7,948	379,617
Sports apparel	144,917	75,734	20,696	6,734	-	248,081	-5,087	242,994
Footwear	64,450	9,010	1,653	21	-	75,134	-1,541	73,593
Bags	29,724	4,430	735	217	-	35,106	-720	34,386
Other products	48,935	17,627	3,390	7,042	1,275	78,269	-1,605	76,664
Total	567,629	172,669	53,202	29,381	1,275	824,155	-16,901	807,254
Deducted other operating revenue	-11,640	-3,541	-1,091	-603	-26		-16,901	
Net sales	555,988	169,128	52,111	28,778	1,250	824,155	-16,901	807,254

NET SALES BY PRODUCT AREA

Jan-Sep 2025 Group, SEK thousands	Wholesale	Own e-commerce	Own stores	Distributors	Licensing	Total sales	Deducted other operating	Net sales
Underwear	266,379	63,079	34,546	18,056	-	382,060	-9,791	372,269
Sports apparel	151,450	61,195	22,935	4,739	-	240,319	-6,159	234,160
Footwear	76,198	8,680	2,239	26	-	87,143	-2,233	84,910
Bags	40,186	4,061	629	534	-	45,410	-1,164	44,246
Other countries	42,700	17,562	5,894	4,999	831	71,986	-1,845	70,142
Total	576,913	154,577	66,244	28,354	831	826,919	-21,192	805,727
Deducted other operating revenue	-14,785	-3,961	-1,698	-727	-21		-21,192	
Net sales	562,128	150,616	64,545	27,628	809	826,919	-21,192	805,727

NOTE 3 OTHER EXTERNAL EXPENSES

SEK thousands	Group		Parent Company	
	Jan-Sep 2026	Jan-Sep 2025	Jan-Sep 2026	Jan-Sep 2025
Cost of premises	9,873	10,434	6,810	5,460
Selling expenses	77,008	69,821	1,378	1,063
Marketing expenses	72,299	75,785	27,067	32,759
Administrative expenses	29,397	31,202	13,500	13,186
Other	6,556	8,257	788	1,264
Total	195,104	195,490	49,544	53,731

NOTE 4 FINANCIAL ASSETS AND LIABILITIES

Through its operations, Björn Borg is exposed to currency interest rate, credit and counterparty risks, as well as liquidity and refinancing risks. The board of Directors has decided how the Group will manage these risks, as shown in Annual report note K3.

The principles for valuation and classification of financial instruments are unchanged from the information reported in Note K2 in the Annual report for 2025. Currency forwards are measured at fair value based on input data corresponding to level 2 in the IFRS 13 hierarchy.

As of September 30, 2026, future contracts with positive market value amounted to 2.3 MSEK (–1.5). Forward contracts representing receivables are recognized in other current receivables, while forward contracts representing liabilities are recognized in other current liabilities.

Other financial assets and liabilities are valued as accumulated amortization costs. The fair value for these financial instruments are deemed to correspond to their book value.

Definitions

The company presents certain financial measures in the 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 financial measures should not be seen as a substitute for measures defined in accordance with IFRS. For more on the calculation of these key figures see: <https://corporate.bjornborg.com/cs-financials/reports>
<https://corporate.bjornborg.com/en/financial-definitions/>
<https://corporate.bjornborg.com/en/financial-data/>

CAPITAL EMPLOYED

Total assets less non-interest-bearing liabilities and provisions.

Purpose: Capital employed measures capital use and efficiency.

COMPARABLE STORE SALES

Sales for own retail stores that were also open in the previous period.

Purpose: To obtain comparable sales between periods for own retail stores.

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 the 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 EXCLUDING CURRENCY EFFECTS

Gross profit margin calculated using the previous year's exchange rate.

Purpose: To obtain a currency-neutral gross profit margin.

GROUP NET SALES EXCLUDING CURRENCY EFFECTS

Net sales calculated using the previous year's exchange rate.

Purpose: To obtain comparable and currency-neutral net sales.

NET DEBT (+)/NET CASH (-)

Interest-bearing liabilities less investments and cash and cash equivalents.

Purpose: Net debt reflects the company's total debt situation.

NET DEBT TO EBITDA RATIO

Interest-bearing liabilities less investments and cash and cash equivalents divided by operating profit before depreciation/amortization.

Purpose: To show the company's ability to pay debts.

NET FINANCIAL ITEMS

Financial income less financial expenses.

Purpose: To describe 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 relations 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.

Average capital employed is calculated by adding equity at January 1 to equity at December 31 and dividing by two. s.

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, October 23,
2026

Johanna Schottenius
Chairman

Björn Jansson
Board member

Cecilia Bönström
Board member

Jens Høgsted
Board member

Mats H Nilsson
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, 2026 and the nine-month period ending on that date. 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.

Stockholm, October 23, 2026
BDO Mälardalen AB

Johan Pharmanson
Authorized Public Accountant
Responsible auditor

CALENDAR 2026

The Year-end report 2026 will be released at 07:30 on February 5, 2027.

Annual report 2026 will be released late April 2027.

Annual general meeting 2026 will be held on May 19 2027.

FINANCIAL REPORTS

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

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ABOUT THE BJÖRN BORG GROUP

The Group owns the Björn Borg trademark, and the focus of the business is sports apparel, underwear, footwear and bags. In addition, eyewear is also offered 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 its own operations at all levels, from branding to consumer sales in its own Björn Borg stores and e-commerce, www.bjornborg.com. In total, the Group's net sales in 2025 amounted to SEK 1,043.9 million and the average number of employees was 147. Björn Borg has been listed on Nasdaq Stockholm since 2007.

IMAGES IN THE INTERIM REPORT

The images in the interim report are from Björn Borg`s autumn and winter 2026 collection.

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This information is information that Björn Borg AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the above contact persons set above, on October 23, 2026 at 07:30 am (CET).

This is an English translation of the Swedish Interim report. In case of discrepancies between the English translation and the Swedish Interim report, the Swedish Interim report shall prevail.