

Press Release, 18 March 2025 15:00:00 CET

# **Björn Borg AB nomination committee proposal for the Annual General Meeting.**

**Björn Borg AB hereby makes public the Nomination Committee's proposal for the Annual General Meeting regarding the Board of Directors and the Chairman of the Board.**

The Nomination Committee proposes that the Board of Directors shall consist of seven directors. The Nomination Committee proposes to re-elect Alessandra Cama, Fredrik Lövestedt, Mats H Nilsson, Heiner Olbrich, Jens Høgsted, Johanna Schottenius and to elect Cecilia Bönström as new director. Anette Klintfält have declined re-election. The Nomination Committee proposes that Heiner Olbrich is re-elected as Chairman of the Board of Directors.

Cecilia Bönström has extensive experience from the fashion industry and working with expanding a fashion company on the global market. Cecilia has previously worked internationally in the modelling industry for 15 years and after that for Zadig & Voltaire in Paris between the years 2003 and 2024, where she for the majority of her time there held the role as Head of Design. Today, Cecilia runs her own consulting company with a focus on fashion.

The Nomination Committee's other proposals will be presented in the notice to attend the Annual General Meeting.

The Nomination Committee for the Annual General Meeting 2025 consists of Mathias Nimlin (appointed by Martin Bjäringer), Mats H Nilsson (appointed by himself), Thomas Eklund (appointed by himself), André Schottenius representing Schottenius family and Heiner Olbrich (Chairman of the Board of Directors).

## **For further information, please contact**

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## **About Björn Borg**

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The Group owns the Björn Borg trademark and its core business is underwear, sportswear, bags and footwear. It also offers 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 and via own e-commerce at [www.bjornborg.com](http://www.bjornborg.com). Group net sales amounted to SEK 990 million in 2024, with an average of 152 employees. The Björn Borg share has been listed on Nasdaq Stockholm since 2007.

## **Attachments**

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[Björn Borg AB nomination committee proposal for the Annual General Meeting.](#)