

Press Release, 06 February 2026 15:00:00 CET

Björn Borg – live presentation February 13th

Björn Borg AB (publ) will hold a live presentation for investors, analysts and media on February 13th at CET 10:00 am. The presentation refers to the Björn Borg year-end report for 2025 which will be released on the same day at CET 07:30 am.

CEO Henrik Bunge and CFO Jens Nyström will present and comment on the report and answer questions. Questions can be submitted via the email below or live during the presentation via the link below. The presentation will be held in English.

See the live presentation via: <https://qcnl.tv/p/frsjiM4tD7zUEENKn6mlyA>
Questions can be submitted live or via: hjalmar.jernstrom@dnbcarnegie.se

For further information, please contact

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About Björn Borg

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. 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

[Björn Borg – live presentation February 13th](#)