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REPORT FROM BJÖRN BORG'S ANNUAL GENERAL MEETING 2025

At Björn Borg AB's Annual General Meeting on 15 May 2025, the following resolutions were passed in accordance with the proposals submitted by the Board of Directors and the Nomination Committee to the Annual General Meeting:

Financial accounts and disposition of the company's profit etc.

The AGM adopted the income statement and balance sheet of the Parent Company and the Group for the financial year 2024. The AGM decided on a dividend for the financial year 2025 of SEK 3 per share.

The Meeting resolved that the dividend shall be paid in two equal parts - the first with record date Monday, May 19, 2025 and the second with record date Monday, November 17, 2025. The dividend is expected to be paid by Euroclear Sweden AB on Thursday, May 22, 2025 and Thursday, November 20, 2025, respectively.

The AGM discharged the Board of Directors and the CEO from liability for the financial year 2024.

Directors and remuneration

Alessandra Cama, Fredrik Lövestedt, Mats H Nilsson, Jens Høgsted and Johanna Schottenius were re-elected as members of the Board of Directors and Cecilia Bönström was elected as a new member.

The AGM resolved that Johanna Schottenius should be elected as Chairman of the Board. Furthermore, the AGM resolved on remuneration to the Board of Directors in accordance with the Nomination Committee's proposal (i) in the amount of SEK 490,000 to the Chairman of the Board and SEK 200,000 to the other members, (ii) with SEK 22,000 to the members of the Remuneration Committee and SEK 44,000 to the Chairman of the Committee, and (iii) with SEK 62,000 to the members of the Audit Committee and SEK 90,000 to the Chairman thereof.

Auditors

It was resolved to elect BDO Mälardalen AB for the period until the end of the next Annual General Meeting. The Meeting also decided that fair remuneration to the auditors shall be paid on approved accounts.

Authorization to resolve on new issues of shares, warrants and/or convertibles

The Annual General Meeting authorized the Board of Directors, until the next Annual General Meeting, to resolve on new issues of shares, warrants and/or convertibles on one or several occasions, with or without deviation from the shareholders' preferential rights. The reasons for deviating from the shareholders' preferential rights shall be to enable directed share issues for the purpose of acquisitions of companies or businesses, in whole or in part, alternatively for raising capital to be used for such acquisitions.

Authorization regarding acquisition and transfer of own shares

The meeting authorized the board to, on one or more occasions until the time of the next annual general meeting, to acquire own shares and authorized the board to transfer own shares held by the company as liquid in connection with the acquisition of a company or business or to finance such acquisition until the time of the next annual general meeting, whereby sales may also take place on Nasdaq Stockholm.

Nomination Committee instructions

The AGM resolved on a new Nomination Committee instruction. The main difference from the previous instructions is that the Chairman of the Board shall only be co-opted to the Nomination Committee.

Compensation report

The AGM approved the remuneration report presented by the Board of Directors.

Meeting documents for download can be found here: <https://corporate.bjornborg.com/en/arsstamma-2025/>.

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

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