

Stockholm, 2022-04-07

Proposal by the Nomination Committee regarding the Board of Directors in Björn Borg AB

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, Anette Klintfält, Fredrik Lövestedt, Mats H Nilsson, Heiner Olbrich and Jens Høgsted, and to elect Johanna Schottenius as new director. The Nomination Committee proposes that Heiner Olbrich is re-elected as Chairman of the Board of Directors.

Johanna Schottenius has extensive experience from retail, digitization, and business development. Johanna has previously worked internationally within IKEA for many years, primarily with IKEA's new retail, business development, strategies, sustainability, and leadership. She has a degree in business administration and has several years of experience as a management consultant. Johanna currently works as CEO of Schottenius & Partners AB, a company that develops start-ups, scaleups and more mature companies that need to undergo some form of change and sits as a board member in various growth companies, including the retail tech company Vertiseit which is listed on First North.

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 2022 consists of Marika Svärdröm (appointed by Martin Bjäringer), Mats H Nilsson (appointed by himself), Fredrik Lövestedt (appointed by himself), Per Josefsson (appointed by himself), and Heiner Olbrich (Chairman of the Board of Directors).

For additional information:

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ABOUT BJÖRN BORG: The Group owns the Björn Borg trademark, and its core business is sports apparel, underwear, and bags. In addition, footwear and eyewear are offered via 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. In total, the Groups net sales in 2021 amounted to 768.2 MSEK, with an average of 162 employees. The Björn Borg share has been listed on Nasdaq Stockholm since 2007.