

Press Release, 07 April 2021 10:00:00 CEST

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

Jens Høgsted has worked as an industrial advisor for several years and has profound experience from both strategic and operational issues in the digitalized consumer industry. He has previously been the CEO of Denmark's largest sporting goods chain, Sportmaster, where he headed the development of the company's online business alongside heading up two other marketers in the portfolio of Sport Nordic Group (Unisport and Rezet Sneaker Store). Today, Jens acts as CEO of the skincare brand, Karmameju, while serving as a board member in Imerco Group, Svendsen Sport, DAY ET and Pack Tech.

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 2021 consists of Veronica Sandman (appointed by Martin Bjäringer), Mats H Nilsson (appointed by himself), Fredrik Lövestedt (appointed by himself) and Heiner Olbrich (Chairman of the Board of Directors).

**For further information, please contact**

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Veronica Sandman, Chairman of the Nomination Committee

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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 and bags. It also offers footwear and 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. Total sales of Björn Borg products in 2020 for about SEK 1.5 billion, excluding VAT, at consumer level. Group net sales amounted to SEK around 705 MSEK in 2020, with an average of 192 employees. The Björn Borg share has been listed on Nasdaq Stockholm since 2007.

### **Attachments**

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[Proposal by the Nomination Committee regarding the Board of Directors in Björn Borg AB](#)