

Press Release, 23 April 2026 15:00:00 CEST

Björn Borg – live presentation April 29th

Björn Borg AB (publ) will hold a live presentation for investors, analysts and media on April 29th at CET 08:30 am. The presentation refers to the Björn Borg first quarter report for 2026 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/_JJvNe1ubZWkF7Xa-A
Questions can be submitted live or via: hjalmar.jernstrom@dnbcarnegie.se

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About Björn Borg

The Group owns the Björn Borg trademark and its core business is underwear, sportswear, footwear and bags. 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 1 044 million in 2025, with an average of 145 employees. The Björn Borg share has been listed on Nasdaq Stockholm since 2007.

Attachments

[Björn Borg – live presentation April 29th](#)