

Press release, 1 October 2024 11:00:00 CEST

## **Björn Borg Launches new Investor Relations website**

Björn Borg is excited to launch a new investor relations website, custom-built to enhance the experience for both current and potential investors.

### **What We've Improved**

Together with our IR web partner [Odin IR](#), we've created a more user-friendly, intuitive, and interactive platform. Highlights of the enhancements include:

- **Home/Overview Page:** A streamlined page where investors can quickly access the latest reports, view presentations, watch webcasts, sign up for upcoming events, and get a clear overview of our investment case with ease.
- **Data Dashboard:** A new dashboard that displays financial information in real time in a clear and engaging manner.
- **Sustainability Portal:** A digital, concise, and interactive version of our sustainability report, designed to provide a quick and clear overview of our sustainability efforts.

"By implementing these changes, we continue to align our IR communications with modern standards and expectations. It's crucial for us that both our current and future investors feel well-informed and valued, which we believe our new website will help achieve." says Emma Bengtsson, CMO at Björn Borg.

Jens Nyström, CFO at Björn Borg, adds: "We view this as an important step in our ongoing effort to enhance our services and deepen our engagement with the market. These enhancements are the result of extensive research, feedback from our investors, and a close collaboration with the right web partners."

### **Explore Our New IR Website**

We encourage all interested parties to check out the new features and improvements on our [IR website](#).

### **For more 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](http://www.bjornborg.com). Group net sales amounted to SEK 872 million in 2023, with an average of 151 employees. The Björn Borg share has been listed on Nasdaq Stockholm since 2007.