

Press Release, Solna 2023-03-30

Björn Borg AB nomination committee proposal for the Annual General Meeting.

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, Jens Høgsted, and Johanna Schottenius. The Nomination Committee proposes that Heiner Olbrich is re-elected as Chairman of the Board of Directors.

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 2023 consists of Marika Svärdström (appointed by Martin Bjäringer), Mats H Nilsson (appointed by himself), Thomas Eklund (appointed by himself), André Schottenius representing Schottenius family and Heiner Olbrich (Chairman of the Board of Directors).

For further information, please contact:

Marika Svärdström,

Chair of the Nomination Committee

Telefon: +44 7714780018

E-post: marika.svardstrom@bjaringer.com

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 2022 amounted to 835,2 MSEK, with an average of 160 employees. The Björn Borg share has been listed on Nasdaq Stockholm since 2007.