

INTERIM REPORT

BJÖRN BORG AB

JAN - SEP 2025



BJÖRN BORG 

train to live



Results and Sales Growth

JULY 1 - SEPTEMBER 30, 2025

- Group net sales amounted to SEK 299.8 million (285.1), an increase of 5.2 percent. Currency-neutral, net sales increased by 7.2 percent.
- Net sales for own e-commerce increased by 4.6 percent to SEK 51.7 million (49.4), and sales for own e-commerce and e-tailers amounted to SEK 122.0 million (120.0), an increase of 1.6 percent.
- The gross profit margin was 52.5 percent (52.1).
- Operating profit amounted to SEK 45.1 million (42.0), an increase of 7.3 percent.
- Profit after tax amounted to SEK 36.9 million (35.0), an increase of 5.5 percent.
- Earnings per share before and after dilution amounted to SEK 1.47 (1.39).

JANUARY 1 - SEPTEMBER 30, 2025

- Group net sales amounted to SEK 805.7 million (755.1), an increase of 6.7 percent. Currency-neutral, net sales increased by 8.7 percent.
- Net sales for own e-commerce increased by 18.1 percent to SEK 154.6 million (130.8). Sales for own e-commerce and e-tailers amounted to SEK 333.3 million (315.4), an increase of 5.7 percent.
- The gross profit margin was 51.1 percent (52.4).
- Operating profit amounted to SEK 89.9 million (85.0), an increase of 5.7 percent.
- Profit after tax amounted to SEK 76.7 million (62.7), an increase of 22.4 percent.
- Earnings per share before and after dilution amounted to SEK 3.05 (2.49)

QUOTE FROM CEO, HENRIK BUNGE

"Our sports apparel collection continued to drive growth, increasing by 24 percent in the quarter, which was undoubtedly the greatest success of the quarter."

SEK million	Jul-Sep 2025	Jul-Sep 2024	Jan-Sep 2025	Jan-Sep 2024	Oct 2024- Sep 2025	Full year 2024
Net sales	299.8	285.1	805.7	755.1	1,040.3	989.7
Gross profit margin, %	52.5	52.1	51.1	52.4	51.6	52.6
Operating profit	45.1	42.0	89.9	85.0	106.7	101.8
Operating margin, %	15.1	14.7	11.2	11.3	10.3	10.3
Profit after tax	36.9	35.0	76.7	62.7	86.7	72.7
Earnings per share before dilution, SEK	1.47	1.39	3.05	2.49	3.45	2.89
Earnings per share after dilution, SEK	1.47	1.39	3.05	2.49	3.45	2.89



CEO's Comment

Our growth continued during the third quarter of the year, with sales increasing by 5.2 percent to just under SEK 300 million. Never before have we had higher sales for any single quarter. Operating profit also developed positively compared to the previous year, increasing by 7.3 percent to SEK 45.1 million. I'm pleased that both revenue and profit are increasing, but I want more – we have both the strength and the opportunity to take the next step.

Our sports apparel collection continued to drive growth, increasing by 24 percent in the quarter, which was undoubtedly the greatest success of the quarter. Underwear was in line with the previous year, and our Loungewear concept increased by 57 percent. Bags grew by 3 percent in the quarter, while footwear sales were down by 5 percent.

Sweden, our largest market, continued to perform very well, increasing sales by 13 percent. The Netherlands, our second largest market, also grew, by 5 percent, Denmark (up 38 percent) and Finland (up 5 percent) developed strongly during the quarter. Germany and Belgium both had a weak quarter, decreasing by 21 and 28 percent respectively. Other smaller markets grew by 3 percent.

We continued to invest in Germany, our most important growth market. Our focus in Hamburg is on delivering good results and we increased sales in our own stores by 68 percent in the quarter.

Our wholesale business performed well during the quarter, with growth of 10 percent. Our own e-commerce also grew, but more slowly than before, with an increase of 5 percent. Reduced discounts compared to the previous year were part of the explanation for the lower growth rate. Our comparable own stores were down by 5 percent, and our distributors were down by 36 percent compared to the same quarter last year.

Our focus remains the same for both 2025 and 2026: to drive profitable growth by prioritizing our strategic areas – sports apparel, footwear, our own e-commerce and the German market. When reviewing the first nine months of the year, we see growth in all of these areas compared to the previous year, with sportswear, our own e-commerce and the German market developing very strongly. However, 3 percent growth in footwear during the first nine months of the year was clearly unacceptable. We must do better – and during the quarter we have therefore strengthened the team with several key recruitments.

We are now product-testing next year's shoe collection, and I have tried out the new models myself. I am very pleased with the progress the team is making. Good products will give our footwear category much stronger development in the future.

In addition to test wearing shoes during the quarter, I, along with our largest shareholder and our employees, took part in the Midnattsloppet (the Midnight Run). We became the main sponsor this year, and seeing over 35,000 runners in our pink Borg T-shirts, of course made of recycled polyester, running through the streets of Stockholm on a late August evening made me both happy and humbled. What an incredible journey this fantastic brand has embarked upon.

So, in conclusion: We are growing – both in sales and profitability. But, when I summarise the year's third quarter, it is with a clenched fist and a firm conviction that we can do even better.

Now, let's go!



Head coach,
Henrik Bunge



Group development

OPERATING REVENUE 2025

The third quarter of the year showed an improvement in total operating revenue, including other revenues, of 4.6 percent to SEK 303.1 million (289.8). Adjusted for currency effects, operating revenue showed an increase of 6.6 percent for the quarter.

For the first nine months of the year, total operating income increased by 7.2 percent, to SEK 826.9 million (711.4). Currency-neutral, the increase was 9.2 percent.

PRODUCT AREAS 2025

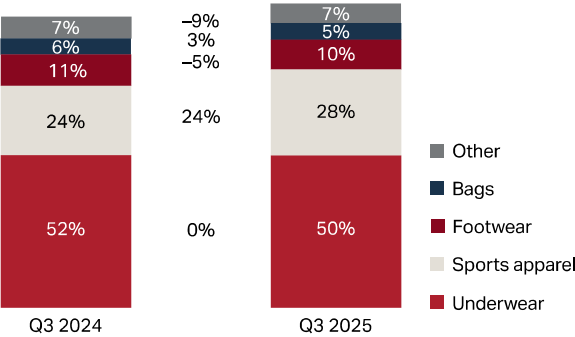
The underwear product area showed sales in line with the third quarter of the previous year. However, the underwear product area grew strongly in the quarter within the wholesale business and increased by 7 percent. In contrast, underwear sales through our own stores decreased by 25 percent, mainly due to fewer stores, compared to the third quarter of the previous year. Sales to external distributors showed a decrease in the underwear product area of 31 percent, mainly due to reduced purchases from the Norwegian distributor.

For the first nine months of the year, the underwear product area showed a decrease of 1 percent, mainly due to fewer own stores compared to the previous year. However, own e-commerce showed growth in the underwear product area for the first nine months of the year, with an increase of 5 percent.

Sports apparel continued to show positive development and increased by 24 percent during the third quarter of the year, with sales in the wholesale business

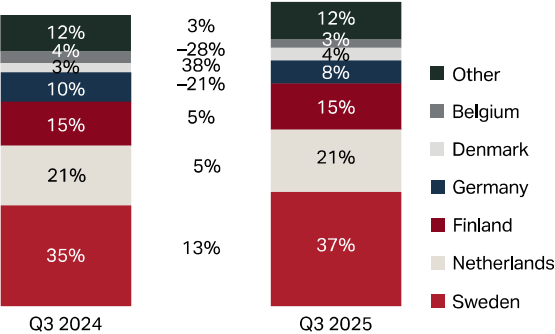
CATEGORIES – SHARE OF TOTAL SALES

SEK 290 million – Growth 5% – SEK 303 million



MARKETS – SHARE OF TOTAL SALES

SEK 290 million – Growth 5% – SEK 303 million



continuing to grow, resulting in an increase of 36 percent. Growth also continued in the company's own e-commerce, increasing by 16 percent. Sales to external distributors showed a decrease in the sports apparel product area of 49 percent, and own stores decreased by 4 percent.

For the first nine months of 2025, the sports apparel product area grew by 26 percent, with own e-commerce growing by 29 percent and wholesale operations by 34 percent.

Sales of footwear were down in the quarter by 5 percent, primarily due to the wholesale business which declined by 5 percent, and also own e-commerce, which had a weak quarter in terms of the footwear product area, and decreased by 4 percent. However, own stores increased within the product area by 10 percent.

For the first nine months of 2025, growth in the footwear product area was 3 percent.

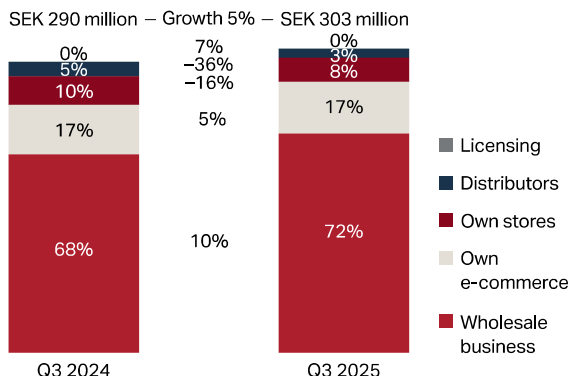
The bags product area grew by 3 percent during the third quarter. This was primarily in the wholesale business, which showed an increase of 3 percent. Sales direct to consumers also increased; by 8 percent in the company's own e-commerce and by 30 percent in its own stores.

For the first nine months of the year, growth in the bags product area was 8 percent, with direct-to-consumer sales increasing the fastest.

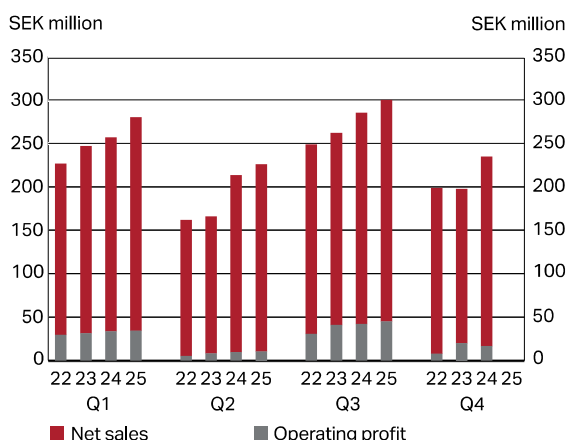
Other product areas, such as swimwear and socks, showed a decrease of 9 percent in the quarter. However, own e-commerce increased by 5 percent, while wholesale operations decreased by 9 percent.

Overall, this meant that other product areas grew by 8 percent for the first nine months of 2025.

SALES CHANNELS – SHARE OF TOTAL SALES



QUARTERLY NET SALES AND OPERATING PROFIT, 2022-2025



MARKETS 2025

The largest market, Sweden, continued to grow strongly and increased in the quarter by 13 percent compared to the third quarter of the previous year. The increase was mainly in wholesale operations, with growth of 15 percent. Own e-commerce also increased, by 10 percent, while own stores decreased by 1 percent. The second largest market, the Netherlands, increased by 5 percent in the quarter. Here too, wholesale operations grew strongly, with growth of 15 percent. For direct-to-consumer sales, own e-commerce grew by 9 percent, while our own stores were down by 30 percent due to fewer stores. Germany had a weak quarter and decreased by 21 percent compared to the third quarter of last year. Finland increased in the quarter by 5 percent, with own e-commerce in particular showing strong growth of 23 percent. Denmark increased by 38 percent in the quarter, while Belgium decreased by 28 percent. Other smaller markets increased overall by 3 percent compared to the previous year.

For the first nine months of 2025, all markets except Germany and Belgium showed growth. Sweden, the largest market grew by 15 percent, while Germany decreased by 10 percent and Belgium by 3 percent.

SALES CHANNELS 2025

The largest channel, wholesale operations, showed an increase of 10 percent in the third quarter of 2025, with physical stores within the wholesale operations increasing by 17 percent, while the other part of the wholesale operations, e-tailers, was on a par with the previous year. Own stores decreased by 16 percent in the quarter. A significant share of the decrease was due to fewer stores this year compared to the same quarter last year. For comparable stores, i.e. stores that were open during both comparison quarters, the decrease was 5 percent. Own e-commerce continued to show growth and increased by 5 percent in the quarter. It was primarily sports apparel and bags that contributed to the increase. External distributor sales decreased in the quarter by 36 percent, with the Norwegian distributor showing weak development.

For the first nine months of the year, wholesale operations showed growth of 10 percent and own e-commerce increased by 18 percent, while own stores decreased by 16 percent.

NET SALES

Third quarter, July-September 2025

Group net sales during the third quarter amounted to SEK 299.8 million (285.1), an increase of 5.2 percent. Currency effects had a negative impact on net sales in the quarter, and adjusted for currency effects, net sales increased by 7.2 percent.

The main explanation for the increase between quarters was due to the sports apparel product area which showed continued strong growth and increased by 24 percent. In addition, there was strong growth within the entire wholesale business which increased by 10 percent. For further details, see below under "Development by segment".

The nine-month period, January-September 2025

Group's net sales during the first nine months amounted to SEK 805.7 million (755.1), an increase of 6.7 percent. Currency had a negative impact on net sales during the first nine months of the year, and adjusted for currency effects, net sales increased by 8.3 percent.

The main explanation for the increase in the first nine months was that the sports apparel product area continued to show strong growth, increasing by 26 percent. For further details, see below under "Development by segment".

RESULTS

Third quarter, July-September 2025

The gross profit margin for the third quarter increased to 52.5 percent (52.1). Adjusted for currency effects, the gross profit margin would have been 49.9 percent. It was primarily distribution to the larger customers with higher discounts that led to the reduced gross profit margin in the quarter.

Other operating income amounted to SEK 3.3 million (4.7) and mainly related to unrealized gains on accounts receivable and accounts payable in foreign currency.

Operating costs in the quarter increased by SEK 4.6 million as planned compared to the third quarter of the previous year, primarily due to increased investments in marketing.

Increased sales with a higher gross profit margin, as well as increased operating costs, resulted in an increase in operating profit to SEK 45.1 million (42.0).

Net financial items amounted to SEK 0.4 million (2.0). The change in net financial items compared to the previous year was primarily attributable to the revaluation of financial assets and liabilities in foreign currency. The company's valuation of future forward contracts in foreign currency also had a negative effect on net financial items during the quarter.

Profit for the period after tax increased to SEK 36.9 million (35.0).

The nine-month period, January-September 2025

The gross profit margin for the first nine months decreased to 51.1 percent (52.4). Adjusted for currency effects, the gross profit margin would have been 49.6 percent. The decrease was primarily due to the distribution of footwear in markets new to the company, which had a temporarily lower gross profit margin. Distribution to larger customers with higher discounts also led to a reduced gross profit margin.

Other operating incomes amounted to SEK 21.2 million (16.4) and mainly related to unrealized gains on accounts receivable and accounts payable in foreign currency.

Operating costs were up by SEK 15.9 million as planned, compared to the first nine months of the previous year, primarily due to increased investments in marketing.

Increased sales with a lower gross profit margin, as well as increased operating costs, resulted in an increase in operating profit to SEK 89.9 million (85.0).

Net financial items amounted to SEK 6.5 million (-4.9). The change in net financial items compared to the previous year was mainly attributable to the revaluation

of financial assets and liabilities in foreign currency. As the Swedish krona strengthened against both EUR and USD, net financial items were positively affected during the first nine months. However, the company's valuation of future forward contracts in foreign currency had a negative effect on net financial items during the period.

Profit for the period after tax increased to SEK 76.7 million (62.7).

Development by segment

Björn Borg's segment reporting consists of the company's main revenue streams, which are divided into Wholesale, Own e-commerce, Own stores, Distributors and Licensing, which is also how the operations are followed up internally in the Group.

Wholesale business

The segment consists of revenues and costs associated with the Björn Borg Group's wholesale operations. The Group operates wholesale operations in Sweden, the Netherlands, Finland, Germany, Belgium and Denmark for underwear, sports apparel, bags, footwear and complementary products.

The segment's external operating income amounted to SEK 576.9 million (522.7) during the first nine months of the year, which was an increase of 10 percent. The main explanation for the increase was the distribution of sports apparel, where growth was 34 percent. Bags too increased, by 6 percent, and underwear showed growth of 2 percent. Overall, the company saw increased sales at physical stores in the segment, where growth was 18 percent, up to SEK 398 million (338), while e-tailers in the segment, players who primarily sell online, showed a decrease of 3 percent to SEK 179 million (185), primarily due to weak development in the German market. Within wholesale operations, the largest market, Sweden, showed an overall increase in sales of 16 percent compared to the previous year. The second largest market, the Netherlands, increased within the segment by 11 percent as the distribution of footwear now constitutes a significant part. The Finnish market showed growth of 6 percent, while Germany was down by 13 percent due to weak sales at the larger retailers.

Operating profit amounted to SEK 62.2 million (52.4). Increased sales with lower gross profit margins, and higher, planned operating costs in connection with the takeover of footwear distribution resulted in a slightly better operating profit than in the previous year.

Segment	Revenue type	Operating income, SEK thousands January-September		Operating profit, SEK thousands January-September		Operating margin,% January-September	
		2025	2024	2025	2024	2025	2024
Wholesale	Products	576,913	522,695	62,205	52,440	11	10
Own e-commerce	Products	154,577	130,834	25,564	22,791	17	17
Own stores	Products	66,244	79,266	-4,516	1,037	-7	1
Distributors	Products	28,354	36,758	6,070	7,141	21	19
Licensing	Royalties	831	1,880	597	1,623	72	86
Total		826,919	711,433	89,920	85,032	11	11

Own e-commerce

The segment consists of revenue and costs associated with the Björn Borg Group's sales of underwear, sportswear, shoes, bags and complementary products, directly to consumers via its own e-commerce at www.bjornborg.com.

Own e-commerce continued to grow strongly and during the first nine months of 2025, own e-commerce increased by 18 percent to SEK 154.6 million (130.8). The increase was mainly due to strong growth in the sports apparel product area, which increased by 29 percent compared to the previous year. The underwear product area also increased and grew by 5 percent. Footwear continued to show strong momentum and grew by 35 percent, while bags were up by 25 percent.

Operating profit for the first nine months of 2025 amounted to SEK 25.6 million (22.8), an increase of 12 percent. The improvement was mainly due to increased sales, despite the slightly lower margins.

Own stores

The segment consists of revenue and costs associated with the Björn Borg Group's direct-to-consumer sales through its own physical stores. The Björn Borg Group owns and operates a total of 11 (13) stores and factory outlet stores in Sweden, the Netherlands, Finland and Belgium, selling underwear, sports apparel, footwear, bags and complementary products.

Own physical stores showed a total decrease of 16 percent for the first nine months of 2025 and amounted to SEK 66.2 million (79.3), mainly due to the company choosing to close three stores in accordance with the company's strategy of closing unprofitable stores. Another significant part of the decrease consisted of late Covid contribution payments from the Dutch state during the first half of last year. In total, these payments amounted to SEK 6 million for 2024. For comparable stores, i.e. stores that were open during both comparison quarters, and adjusted for government grants, sales were down by 4 percent for the first nine months.

In the Netherlands, sales in own stores decreased by 31 percent including contribution payments, and by 1 percent excluding contribution payments, and for comparable stores. In Sweden, sales in own stores increased by 2 percent. Sales in Finland decreased by 2 percent, while Belgium was down by 22 percent in total, and in comparable stores.

Operating profit for the first nine months of 2025 amounted to SEK -4.5 million (1.0). The fall in operating profit was primarily explained by reduced sales due to the smaller number of stores, as well as the above-mentioned government Covid contribution payments.

Distributors

The distributors' segment consists mainly of revenue and costs associated with sales to distributors of product groups that are developed in-house by the company.

The segment's external operating income decreased by 23 percent in the first nine months of 2025 compared to 2024 and amounted to SEK 28.4 million (36.6). Sales to the largest distributor market, Norway, decreased by 22 percent and sales to the United Kingdom decreased by 62 percent. Other smaller distributors decreased by a total of 17 percent compared to the previous year, mainly due to large inventories and thus lower purchases from the respective markets.

Operating profit decreased to SEK 6.1 million (7.1) as a result of the reduced revenues.

Licensing

The licensing segment consists primarily of royalty income from licensees and costs for the Group associated with licensing operations.

The segment's external operating income decreased during the first nine months of 2025 compared to 2024, amounting to SEK 0.8 million (1.9). This was due to the company taking over the distribution of footwear, which previously accounted for a significant portion of the segment's income.

Operating profit for 2025 amounted to SEK 0.6 million (1.6).

Intra-Group sales

Intra-Group sales for the first nine months, 2025, amounted to SEK 565.3 million (528.9).

SEASONAL VARIATIONS

The Björn Borg Group operates in an industry with seasonal variations. The different quarters vary in terms of sales and profits. See the diagram with 'Net Sales and Operating Profit per quarter' on page 6.

INVESTMENTS AND CASH FLOW

The cash flow from operating activities in the Group amounted to SEK -76.1 million (-67.6) in the first nine months of 2025. The decrease, compared to the previous year, was due mainly to a higher capital commitment.

The cash flow from investing activities was negative at SEK -8.6 million (-11.6). The major investments related primarily to the remodeling of the outlet store in Belgium. The cash flow from financing activities amounted to SEK 79.4 million (54.6). The increased positive cash flow was due, in part, to the increased use of the overdraft facility and to the fact that the dividend payment to shareholders was lower by SEK -37.7 million (-75.4). This was due to the decision to split the dividend payment into two installments, one payment in the second quarter and one in the fourth quarter, when SEK 37.7 million will be paid out.

FINANCIAL POSITION AND LIQUIDITY

At the end of the period, the Björn Borg Group's cash and The Björn Borg Group's cash and cash equivalents, at the end of the period, amounted to SEK 12.5 million (3.7), plus unused bank facilities of SEK 51.9 million (57.5). At the end of the third quarter of the year, the company had net debt, excluding lease liabilities, of SEK 135.6 million (138.8). Total interest-bearing liabilities amounted to SEK 180.5 million (189.0), with total lease liabilities amounting to SEK 32.4 million (46.5), of which SEK 17.5 million was the long-term share and SEK 14.9 million was the short-term share.

As of September 30, 2025, the Björn Borg Group had SEK 200 million in bank facilities, of which SEK 148.1 million (142.5) was utilized. The fair value of financial instruments was, in all material respects, consistent with the book value.

COMMITMENTS AND CONTINGENT LIABILITIES

As a commitment to the overdraft facility, the company has undertaken to ensure that the ratio of the Group's net debt and its 12-month rolling operating profit before depreciation, as of the last day of each quarter, does not exceed 3.00. Furthermore, the Group should, at all times, maintain an equity ratio of at least 35 percent.

As of September 30, 2025, the ratio was 1.17 (1.21) and the equity ratio was 51.1 percent (46.7).

There have been no significant changes in collateral and contingent liabilities compared to December 31, 2024.

PERSONNEL

The average number of employees in the Group for the twelve-month period ending September 30, 2025, was 148 (152), of whom 67 percent (67) were women.

TRANSACTIONS WITH RELATED PARTIES

In addition to the customary remuneration (salary, fees and other benefits) to the CEO, the senior executives and the Board of Directors, as well as Intra-Group sales, no transactions with related parties were carried out during the period.

SIGNIFICANT RISKS AND UNCERTAINTIES

The Björn Borg Group is exposed to risks and uncertainties through its operations. Information about the Group's risks and uncertainties is provided on page 56 of the 2024 Annual Report.

The company notes, however, that the geopolitical situation in the world remains challenging. It is currently difficult to determine how this will affect the Björn Borg Group's operations financially, but the fact that the company does not do business in either Russia, Ukraine or Israel minimizes the risk of a negative impact on the business, although consumers' declining confidence in the future may have an indirect, negative effect.

The company also notes that interest rates in the markets where the Björn Borg Group operates continue to reach high levels. Taken together, these macro-economic effects may have a further impact on consumer purchasing behavior.

PARENT COMPANY

Björn Borg AB (publ) mainly conducts intra-Group operations. As of September 30, 2025, the company owned 100 percent of the shares in Björn Borg Brands AB, Björn Borg Footwear AB, Björn Borg Inc, Björn Borg UK Ltd, Baseline BV, Belgian Brand Management BVBA, Björn Borg Finland Oy and Björn Borg Denmark ApS. The company also owned 75 percent of the shares in Björn Borg (China) Ltd.

The parent company's net sales for the first nine months, 2025, amounted to SEK 96.3 million (80.3).

Profit before tax amounted to SEK 10.4 million (–15.8). Cash and cash equivalents at the end of the period amounted to SEK 0 million (0).

EVENTS AFTER THE END OF THE REPORTING PERIOD

There have been no significant events to report since the end of the reporting period.

NUMBER OF SHARES

The number of shares in Björn Borg amounts to 25,148,384 shares (25,148,384) i.e. no change from the previous period.

FINANCIAL GOALS

Björn Borg's long-term financial targets valid until further notice, are:

- Annual sales growth of at least 10 percent.
- An annual operating margin of at least 10 percent.
- An annual dividend of at least 50 percent of net profit after tax.
- An equity ratio which should not fall below 35 percent.

Comments on the financial targets: Sales growth is expected to come primarily from growth in Sports Apparel and the Footwear business, while other product groups are also expected to grow.

ANNUAL GENERAL MEETING

On May 15, 2025, Björn Borg's Annual General Meeting approved the Board of Directors' proposal for a dividend to shareholders of SEK 3.00 (3.00) per share for the financial year 2024. SEK 1.50 per share was paid on May 22, 2025, and SEK 1.50 per share will be paid on November 20, 2025.

Alessandra Cama, Jens Høgsted, Fredrik Lövestedt, Mats H Nilsson and Johanna Schottenius were re-elected to the Board. Cecilia Bönström was elected as a new Board member. The total number of Board members is six. The meeting decided to elect Johanna Schottenius as Chair of the Board.

ACCOUNTING PRINCIPLES

This interim report summary for the Group has been prepared in accordance with IAS 34 *Interim Financial Reporting* and applicable provisions in the *Annual Accounts Act*. The interim report for the Parent Company has been prepared in accordance with the *Annual Accounts Act*, Chapter 9, *Interim Report* and RFR 2 *Accounting for Legal Entities*. The accounting principles applied in the interim report are consistent with the accounting principles applied in the preparation of the consolidated and annual accounts for 2024 (see page 52 of the annual report for 2024). No new standards apply from 1 January 2025 and the amended standards that are applied from this date have not had any material impact on the Group's financial statements. Amendments to RFR 2 that apply from 1 January 2025 have not had any material impact on the Parent Company's financial statements.

IMPORTANT ASSESSMENTS AND ESTIMATES

When preparing the interim report, management is required to make assessments and estimates regarding assumptions that affect the application of the Group's (and the Parent Company's) accounting principles and the reported amounts for assets, liabilities, income and costs. The effects of the current geopolitical situation and its possible negative financial impact have been taken into account. The outcome of the afore-mentioned consideration has not had any significant impact on the Group's financial statements. Important estimates and assessments are disclosed in the 2024 annual report. No significant changes in estimates or assessments have been made compared to the 2024 annual report.

AUDIT

This interim report has been subject to a general review by the company's auditors. The review report can be found on page 19.

OUTLOOK 2025

The company's policy is not to provide forecasts.

Consolidated income statement

IN SUMMARY

SEK thousands	Note	Jul-Sep 2025	Jul-Sep 2024	Jan-Sep 2025	Jan-Sep 2024	Oct 2024- Sep 2025	Full year 2024
Net sales	1	299,786	285,087	805,727	755,080	1,040,345	989,698
Other operating revenue		3,300	4,744	21,192	16,353	28,030	23,191
Operating revenue		303,086	289,831	826,919	771,433	1,068,375	1,012,889
Goods for resale		-142,274	-136,683	-394,105	-359,454	-503,701	-469,050
Other external expenses	2	-74,006	-64,593	-195,490	-182,505	-259,175	-246,190
Personnel costs		-32,292	-33,412	-108,779	-108,509	-149,256	-148,986
Depreciation/amortization of tangible/ intangible non-current assets		-7,211	-8,079	-22,227	-24,289	-30,071	-32,133
Other operating expenses		-2,182	-5,019	-16,398	-11,644	-19,439	-14,685
Operating profit		45,121	42,046	89,920	85,032	106,733	101,845
Net financial items		420	2,035	6,490	-4,925	-28	-11,442
Profit before tax		45,541	44,081	96,410	80,107	106,705	90,403
Tax		-8,670	-9,129	-19,661	-17,423	-19,973	-17,735
Profit for the period		36,871	34,952	76,749	62,684	86,732	72,668
Profit for the period attributable to							
Parent Company shareholders		36,871	34,952	76,749	62,684	86,732	72,668
Non-controlling interests		0	0	0	0	0	0
Earnings per share before dilution, SEK		1.47	1.39	3.05	2.49	3.45	2.89
Earnings per share after dilution, SEK		1.47	1.39	3.05	2.49	3.45	2.89
Number of shares		25,148,384	25,148,384	25,148,384	25,148,384	25,148,384	25,148,384

Consolidated statement of comprehensive income

IN SUMMARY

SEK thousands	Note	Jul-Sep 2025	Jul-Sep 2024	Jan-Sep 2025	Jan-Sep 2024	Oct 2024- Sep 2025	Full year 2024
Profit/loss for the period		36,871	34,952	76,749	62,684	86,732	72,668
OTHER COMPREHENSIVE INCOME							
Components that may be reclassified to profit or loss for the period							
Translation difference for the period		-698	-605	-6,211	2,200	-4,236	4,175
Total other comprehensive income for the period		-698	-605	-6,211	2,200	-4,236	4,175
Total comprehensive income for the period		36,173	34,347	70,538	64,884	82,496	76,843
Total comprehensive income attributable to							
Parent Company shareholders		36,162	34,113	69,580	64,968	82,033	77,422
Non-controlling interests		11	234	958	-84	463	-579

Consolidated statement of financial position

IN SUMMARY

SEK thousands	Note	Sep 30, 2025	Sep 30, 2024	Dec 31, 2024
Non-current assets				
Goodwill		36,343	36,830	37,203
Trademarks		187,532	187,532	187,532
Other intangible assets		6,591	6,437	6,486
Tangible non-current assets		20,830	21,172	21,035
Deferred tax assets		9,902	10,339	12,191
Right-of-use assets		33,111	44,971	42,220
Total non-current assets		294,309	307,281	306,667
Current assets				
Inventory		211,348	190,465	259,487
Accounts receivable		190,831	192,881	111,398
Other current receivables		45,064	35,282	22,551
Cash and cash equivalents		12,498	3,707	8,771
Total current assets		459,741	422,335	402,207
Total assets		754,050	729,616	708,874
Equity and liabilities				
Equity		385,294	340,520	352,478
Deferred tax liabilities		39,666	39,604	39,454
Long-term lease liabilities		17,513	25,702	22,591
Current liability to credit institution		148,099	142,525	17,281
Accounts payable		54,351	64,339	188,961
Short-term lease liabilities		14,923	20,776	19,071
Other current liabilities	3	94,204	96,151	69,038
Total equity and liabilities		754,050	729,616	708,874

Consolidated statement of changes in equity

IN SUMMARY

SEK thousands	Note	Equity attributable to the parent company's shareholders	Possession without controlling influence	Total equity
Opening balance, January 1, 2024				
Total comprehensive income for the period		64,968	-84	64,884
Distribution for 2023		-75,445	-	-75,445
Warrant premium		264	-	264
Closing balance, September 30, 2024		346,907	-6,387	340,520
Opening balance, January 1, 2024				
Total comprehensive income for the period		77,422	-579	76,843
Distribution for 2023		-75,445	-	-75,445
Warrant premium		264	-	264
Closing balance, December 31, 2024		359,361	-6,882	352,478
Opening balance, January 1, 2025				
Total comprehensive income for the period		69,580	958	70,538
Distribution for 2024		-37,723	-	-37,723
Closing balance, September 30, 2025		391,218	-5,924	385,294

Consolidated statement of cash flows

IN SUMMARY

SEK thousands	Jul-Sep 2025	Jul-Sep 2024	Jan-Sep 2025	Jan-Sep 2024	Full year 2024
Cash flow from operating activities					
Before changes in working capital	44,467	42,474	86,372	78,594	100,776
Changes in working capital	-94,437	-127,953	-162,462	-146,173	-24,735
Cash flow from operating activities	-49,970	-85,479	-76,090	-67,579	76,041
Investments in intangible non-current assets	-315	-943	-1,870	-2,104	-2,640
Investments in tangible non-current assets	-1,798	-2,394	-6,762	-9,543	-11,410
Cash flow from investing activities	-2,112	-3,337	-8,632	-11,647	-14,050
Distribution	-	-	-37,723	-75,445	-75,445
Warrant premium	-	264	-	264	264
Amortization of lease liabilities	-4,659	-2,589	-13,690	-12,790	-19,963
Overdraft facility	56,572	81,862	130,818	142,525	17,281
Cash flow from financing activities	51,913	79,537	79,405	54,554	-77,863
Cash flow for the period	-169	-9,279	-5,317	-24,672	-15,872
Cash and cash equivalents at the beginning of the period	11,264	9,449	8,771	26,646	26,646
Translation difference in cash and cash equivalents	1,403	3,537	9,043	1,733	-2,003
Cash and cash equivalents at the end of the period	12,498	3,707	12,498	3,707	8,771

Key figures

GROUP

SEK thousands	Jul-Sep 2025	Jul-Sep 2024	Jan-Sep 2025	Jan-Sep 2024	Oct 2024- Sep 2025	Full year 2024
Gross profit margin,% *	52.5	52.1	51.1	52.4	51.6	52.6
Operating margin,% *	15.1	14.7	11.2	11.3	10.3	10.3
Profit margin,% *	15.2	15.5	12.0	10.6	10.3	9.1
Return on capital employed,% *	21.7	21.3	21.7	21.3	21.7	25.4
Return on average equity,% *	23.9	22.8	23.9	22.8	23.9	20.7
Profit attributable to the Parent Company's shareholders	36,871	34,952	76,749	62,684	86,732	72,668
Equity/assets ratio,% *	51.1	46.7	51.1	46.7	51.1	49.7
Equity per share, SEK *	15.32	13.54	15.32	13.54	15.32	14.02
Investments in intangible non-current assets	315	943	1,870	2,104	2,407	2,640
Investments in tangible non-current assets	1,798	2,394	6,762	9,543	8,629	11,410
Depreciation, amortization and impairment losses for the period	-7,211	-8,079	-22,227	-24,289	-30,071	-32,133
Average number of employees	147	154	147	152	149	152

* The figure is an alternative performance measure (APM) and not (IFRS). It is described under definitions and explained on page 18.

Summary per segment

GROUP

SEK thousands	Jul-Sep 2025	Jul-Sep 2024	Jan-Sep 2025	Jan-Sep 2024	Oct 2024- Sep 2025	Full year 2024
Operating revenue						
Wholesale business						
External revenue	218,099	197,442	576,913	522,695	725,765	671,547
Internal revenue	604	755	3,116	3,792	3,951	4,627
	218,703	198,197	580,029	526,487	729,716	676,174
Own e-commerce						
External revenue	51,714	49,428	154,577	130,834	204,761	181,017
Internal revenue	559	115	1,911	274	1,911	274
	52,273	49,543	156,488	131,108	206,672	181,291
Own stores						
External revenue	23,996	28,854	66,244	79,266	94,106	107,128
Internal revenue	–	–	–	–	–	–
	23,996	28,854	66,244	79,266	94,106	107,128
Distributors						
External revenue	9,085	14,197	28,354	36,758	42,562	50,967
Internal revenue	198,153	191,202	529,855	495,585	673,982	639,712
	207,238	205,399	558,209	532,343	716,544	690,679
Licensing						
External revenue	191	179	831	1,880	1,181	2,230
Internal revenue	11,550	11,598	30,431	29,206	38,898	37,673
	11,741	11,777	31,262	31,086	40,079	39,903
Less internal sales	–210,865	–203,670	–565,313	–528,858	–718,742	–682,287
Operating revenue	303,086	289,831	826,919	771,433	1,068,375	1,012,889
<i>deducted Other operating revenue</i>	3,300	4,744	21,192	16,353	28,030	23,191
Net sales	299,786	285,087	805,727	755,080	1,040,345	989,698
Goods for resale						
Wholesale business	–112,870	–105,015	–308,627	–277,557	–387,709	–356,639
Own e-commerce	–15,295	–13,602	–45,162	–35,079	–58,727	–48,645
Own stores	–8,558	–9,385	–23,475	–24,937	–32,212	–33,675
Distributors	–5,551	–8,681	–16,841	–21,881	–25,053	–30,091
Licensing	–	–	–	–	–	–
Goods for resale	–142,274	–136,683	–394,105	–359,454	–503,701	–469,050
Operating profit						
Wholesale business	36,180	27,261	62,205	52,440	64,164	54,399
Own e-commerce	7,882	11,000	25,564	22,791	35,644	32,871
Own stores	–1,045	899	–4,516	1,037	–2,891	2,662
Distributors	1,918	2,716	6,070	7,141	8,909	9,980
Licensing	186	169	597	1,623	907	1,933
Operating profit	45,121	42,046	89,920	85,032	106,733	101,845
Interest income and similar credits	1,995	3,970	12,825	931	12,353	460
Interest expenses and similar charges	–1,575	–1,934	–6,335	–5,856	–12,381	–11,902
Profit before tax	45,541	44,081	96,410	80,107	106,705	90,403

Quarterly data

GROUP

SEK thousands	Q3 2025	Q2 2025	Q1 2025	Q4 2024	Q3 2024	Q2 2024	Q1 2024	Q4 2023
Net sales	299,786	225,913	280,027	234,619	285,087	213,205	256,788	197,632
Gross profit margin,%	52.5	50.6	49.9	53.3	52.1	51.8	53.3	56.8
Operating profit/loss	45,121	10,614	34,185	16,812	42,046	9,517	33,470	20,172
Operating margin,%	15.1	4.7	12.2	7.2	14.7	4.5	13.0	10.2
Profit/loss after net financial items	45,541	5,006	45,864	10,294	44,082	9,073	26,954	21,073
Profit margin,%	15.2	2.2	16.4	4.4	15.5	4.3	10.5	10.7
Earnings per share, before dilution, SEK	1.47	0.16	1.43	0.40	1.39	0.26	0.84	0.59
Earnings per share, after dilution, SEK	1.47	0.16	1.43	0.40	1.39	0.26	0.84	0.59
Number of Björn Borg retail stores at the end of the period	11	12	13	14	14	15	15	16
of which Group-owned Björn Borg retail stores	11	11	12	13	13	14	14	15

Parent company income statement

IN SUMMARY

SEK thousands	Note	Jul-Sep 2025	Jul-Sep 2024	Jan-Sep 2025	Jan-Sep 2024	Oct 2024- Sep 2025	Full year 2024
Net sales		32,121	26,558	96,344	80,273	122,205	106,134
Other operating revenue		41	70	779	268	1,581	1,070
Operating revenue		32,162	26,628	97,123	80,541	123,786	107,204
Other external expenses	2	-20,214	-17,448	-53,731	-54,068	-69,767	-70,103
Personnel costs		-10,096	-9,710	-35,854	-34,406	-48,789	-47,341
Depreciation/amortization of intangible and tangible non-current assets		-483	-554	-1,465	-1,834	-2,038	-2,407
Other operating expenses		-72	-69	-344	-287	-436	-360
Operating profit		1,297	-1,153	5,729	-10,034	2,756	-13,007
Net financial items		29	1,527	4,632	-5,791	-2,908	-13,331
Profit/loss after financial items		1,326	374	10,361	-15,825	-152	-26,338
Group contributions received/paid		-	-	-	-	98,000	98,000
Appropriations		-	-	-	-	61	61
Profit/loss before tax		1,326	374	10,361	-15,825	97,909	71,723
Tax		-	-	-4	-	-15,451	-15,447
Profit/loss for the period		1,326	374	10,357	-15,825	82,459	56,276
Other comprehensive income		-	-	-	-	-	-
Total comprehensive income for the period		1,326	374	10,357	-15,825	82,459	56,276

Parent company balance sheet

IN SUMMARY

SEK thousands	Note	Sep 30, 2025	Sep 30, 2024	Dec 31, 2024
Non-current assets				
Intangible assets		1,242	494	720
Tangible non-current assets		3,345	4,553	4,223
Shares in Group companies		115,016	177,868	177,868
Total non-current assets		119,603	182,915	182,811
Current assets				
Receivables from Group companies		360,561	445,136	423,959
Current receivables		21,008	14,760	6,288
Total current assets		381,569	459,896	430,247
Total assets		501,172	642,811	613,058
Equity and liabilities				
Equity		111,377	66,642	138,743
Untaxed reserves		835	896	835
Current liability credit institution		148,099	142,525	17,281
Due to Group companies		217,773	408,010	431,293
Accounts payable		7,549	10,255	7,755
Other current liabilities	3	15,539	14,483	17,151
Total equity and liabilities		501,172	642,811	613,058

Parent company statement of changes in equity

IN SUMMARY

SEK thousands	Jan-Sep 2025	Jan-Sep 2024	Full year 2024
Opening balance	138,743	157,648	157,648
Distribution	-37,723	-75,445	-75,445
Warrant premium	-	264	264
Total comprehensive income for the period	10,357	-15,825	56,276
Closing balance	111,377	66,642	138,743

Supplementary disclosures

NOTE 1 NET SALES

The Group's net sales consist of sales of products and royalties for the use of the company's brand. Transfers of goods/royalties are made at fixed points in time. Listed in the table below are markets with a net sales above 10 percent of the total.

NET SALES BY GEOGRAPHIC MARKET

Jan-Sep 2025 Group, SEK thousands	Wholesale	Own e-com- merce	Own stores	Distributors	Licensing	Total sales	Deducted other operating revenue	Net sales
Sweden	238,012	46,919	20,710	–	831	306,472	–7,854	298,618
Netherlands	106,863	55,283	25,964	–	–	188,110	–4,821	183,289
Finland	86,640	5,425	13,959	–	–	106,024	–2,717	103,307
Germany	66,860	6,171	–	–	–	73,031	–1,872	71,160
Belgium	13,578	8,442	5,611	–	–	27,631	–708	26,923
Denmark	25,526	6,190	–	–	–	31,716	–813	30,903
Others	39,434	26,148	–	28,354	–	93,936	–2,407	91,528
Total	576,913	154,577	66,244	28,354	831	826,919	–21,192	805,727
Deducted other operating revenue	–14,785	–3,961	–1,698	–727	–21		–21,192	
Net sales	562,128	150,616	64,546	27,627	810	826,919	–21,192	805,727

NET SALES BY GEOGRAPHIC MARKET

Jan-Sep 2024 Group, SEK thousands	Wholesale	Own e-com- merce	Own stores	Distributors	Licensing	Total sales	Deducted other operating revenue	Net sales
Sweden	206,054	39,296	20,307	–	771	266,428	–3,331	263,097
Netherlands	96,409	44,487	37,538	–	1,109	179,544	–8,953	170,591
Finland	81,832	4,021	14,194	–	–	100,047	–1,251	98,796
Germany	76,418	4,809	–	–	–	81,227	–1,016	80,211
Belgium	13,586	7,569	7,227	–	–	28,383	–355	28,028
Denmark	18,840	5,417	–	–	–	24,257	–303	23,954
Others	29,555	25,235	–	36,758	–	91,548	–1,145	90,403
Total	522,695	130,834	79,266	36,758	1,880	771,433	–16,353	755,080
Deducted other operating revenue	–6,535	–1,636	–7,699	–460	–24		–16,353	
Net sales	516,160	129,198	71,567	36,298	1,856	771,433	–16,353	755,080

NET SALES BY PRODUCT AREAS

Jan-Sep 2025 Group, SEK thousands	Wholesale	Own e-com- merce	Own stores	Distributors	Licensing	Total sales	Deducted other operating revenue	Net sales
Underwear	266,391	64,450	34,492	18,056	–	363,389	–9,825	373,564
Sports apparel	151,437	62,531	22,989	4,739	–	241,696	–6,194	235,502
Footwear	76,198	8,869	2,239	26	–	87,332	–2,238	85,094
Bags	40,186	4,149	629	534	–	45,498	–1,166	44,332
Others	42,701	14,578	5,894	4,999	831	69,003	–1,768	67,235
Total	576,913	154,577	66,244	28,534	831	826,919	–21,192	805,727
Deducted other operating revenue	–14,785	–3,961	–1,698	–727	–21		–21,192	
Net sales	562,128	150,616	64,546	27,627	810	826,919	–21,192	805,727

NET SALES BY PRODUCT AREAS

Jan-Sep 2024 Group, SEK thousands	Wholesale	Own e-com- merce	Own stores	Distributors	Licensing	Total sales	Deducted other operating revenue	Net sales
Underwear	261,489	61,576	41,194	24,647	–	388,906	–4,862	384,044
Sports apparel	113,344	48,286	25,040	5,190	–	191,860	–2,399	189,461
Footwear	76,344	6,576	1,796	44	–	84,760	–1,060	83,700
Bags	38,003	3,312	475	494	–	42,284	–529	41,755
Others	33,515	11,084	10,762	6,383	1,880	63,623	–7,503	56,120
Total	522,695	130,834	79,266	36,758	1,880	771,433	–16,353	755,080
Deducted other operating revenue	–6,535	–1,636	–7,699	–460	–24		–16,353	
Net sales	516,160	129,198	71,567	36,298	1,856	771,433	–16,353	755,080

NOTE 2 OTHER EXTERNAL EXPENSES

SEK thousands	The group		Parent Company	
	Jan-Sep 2025	Jan-Sep 2024	Jan-Sep 2025	Jan-Sep 2024
Cost of premises	10,434	10,008	5,460	5,553
Sales expenses	69,821	65,877	1,063	920
Marketing expenses	75,795	67,412	32,759	34,150
Administrative expenses	31,202	31,824	13,186	12,389
Other	8,248	7,384	1,263	1,056
	195,490	182,505	53,731	54,068

NOTE 3 FINANCIAL ASSETS AND LIABILITIES

Through its operations, Björn Borg is exposed to currency, interest rate, credit and counterparty risks, as well as liquidity and refinancing risks. The Board of Directors has decided how the Group will manage these risks, as shown in annual report note K3.

The principles for valuation and classification of financial instruments are unchanged from the information reported in Note K2 in the annual report for 2024.

Currency forwards are measured at fair value based on input data corresponding to level 2 in the IFRS 13 hierarchy. As of September 30, 2025, futures contracts with a negative market value amounted to –1.5 MSEK (–), which is reported under the item other current liabilities.

Other financial assets and liabilities are valued as accumulated amortization costs. The fair values for these financial instruments are deemed to correspond to their book value.

Definitions

The company presents certain financial measures in this year-end report that are not defined in accordance with IFRS. The company considers these measures to be valuable complementary information for investors and the company's management. Since not all companies calculate financial measures in the same way, they are not always comparable with measures used by other companies. Consequently, these financial measures should not be seen as a substitute for measures defined in accordance with IFRS. For more on the calculation of these key figures see:

<https://corporate.bjornborg.com/cs-financials/reports>

CAPITAL EMPLOYED

Total assets less non-interest-bearing liabilities and provisions.

Purpose: Capital employed measures capital use and efficiency.

COMPARABLE STORE SALES

Sales for own retail stores that were also open in the previous period.

Purpose: To obtain comparable sales between periods for own retail stores.

EARNINGS PER SHARE (DEFINED ACCORDING TO IFRS)

Profit after tax in relation to the weighted average number of shares during the period.

Purpose: This indicator is used to assess an investment from an owner's perspective.

EARNINGS PER SHARE AFTER DILUTION (DEFINED ACCORDING TO IFRS)

Earnings per share adjusted for any dilution effect.

Purpose: This indicator is used to assess the investment from an owner's perspective.

EQUITY/ASSETS RATIO

Equity as a percentage of total assets adjusted for lease liabilities.

Purpose: This indicator shows financial risk, expressed as a share of the total restricted equity financed by the owners.

EQUITY PER SHARE

Equity, including those with non-controlling interests, divided by the average number of shares.

Purpose: To show the share price in relation to the company's book value.

GROSS PROFIT MARGIN

Net sales less costs of goods sold divided by net sales.

Purpose: Gross margin is used to measure operating profitability.

GROSS PROFIT MARGIN EXCLUDING CURRENCY EFFECTS

Gross profit margin calculated using the previous year's exchange rate.

Purpose: To obtain a currency-neutral gross profit margin.

GROUP NET SALES EXCLUDING CURRENCY EFFECTS

Net sales calculated using the previous year's exchange rate.

Purpose: To obtain comparable and currency-neutral net sales.

NET DEBT (+) / NET CASH (-)

Interest-bearing liabilities less investments and cash and cash equivalents.

Purpose: Net debt reflects the company's total debt situation.

NET DEBT TO EBITDA RATIO

Interest-bearing liabilities less investments and cash and cash equivalents divided by operating profit before depreciation/amortization.

Purpose: To show the company's ability to pay debts.

NET FINANCIAL ITEMS

Financial income less financial expenses.

Purpose: To describe the company's financial activities.

OPERATING MARGIN

Operating profit as a percentage of net sales.

Purpose: The operating margin is used to measure operating profitability.

OPERATING PROFIT

Profit before tax plus net financial items.

Purpose: This indicator facilitates comparisons of profitability regardless of the company's tax rate and independent of the company's financing structure.

PROFIT MARGIN

Profit before tax as a percentage of net sales.

Purpose: Profit margin shows the company's profit in relation to its sales.

RETURN ON CAPITAL EMPLOYED

Profit before tax (per rolling 12-month period) plus financial expenses as a percentage of average capital employed. Average capital employed is calculated by adding equity at January 1 to equity at December 31 and dividing by two.

Purpose: This indicator is the key measure to quantify the return on all the capital used in operations.

RETURN ON EQUITY

Profit for the period/year attributable to the Parent Company's shareholders (for rolling 12 months) according to the income statement as a percentage of average equity. Average equity is calculated by adding equity at January 1 to equity at December 31 and dividing by two.

Purpose: This indicator shows, from an owner's perspective, the return generated on the owners' invested capital.

The Board of Directors and the CEO certify that the interim report provides a true and fair overview of the operations, financial position and results of the Parent Company and the Group and describes the significant risks and uncertainties faced by the Parent Company and the companies in the Group.

Stockholm, November 14, 2025

Johanna Schottenius
Chairman of the Board

Cecilia Bönström
Board member

Alessandra Cama
Board member

Jens Høgsted
Board member

Fredrik Lövestedt
Board member

Mats H Nilsson
Board member

Henrik Bunge
CEO

REVIEW REPORT

INTRODUCTION

We have reviewed the interim report for Björn Borg AB (publ) for the period January 1 to September 30, 2025 and the nine-month period ending on that date. The Board of Directors and the President are responsible for the preparation and presentation of this interim report in accordance with IAS 34 and the Annual Accounts Act. Our responsibility is to express a conclusion on this interim report based on our review.

SCOPE OF REVIEW

We conducted our review in accordance with the International Standard on Review Engagements (ISRE) 2410 "Review of Interim Financial Information Performed by the Independent Auditor of the Entity." A review consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical

and other review procedures. A review is substantially less in scope than an audit conducted in accordance with the International Standards of Auditing (ISA) and other generally accepted auditing practices. The procedures performed in a review do not enable us to obtain a level of assurance that would make us aware of all significant matters that might be identified in an audit. Therefore, the conclusion expressed based on a review does not give the same level of assurance as a conclusion expressed based on an audit.

CONCLUSION

Based on our review, nothing has come to our attention that causes us to believe that the interim report is not, in all material aspects, prepared in accordance with IAS 34 and the Annual Accounts Act for the Group and in accordance with the Annual Accounts Act for the Parent.

Stockholm, November 14, 2025
BDO Mälardalen AB

Johan Pharmanson
Auktoriserad revisor
Huvudansvarig revisor

CALENDAR 2025

The Year-end report 2025 will be released on 07:30 on February 13, 2026.

Annual report 2025 will be released late April 2026.

Annual general meeting 2026 will be held on May 19, 2026.

FINANCIAL REPORTS

Financial reports can be downloaded from the company's website, www.bjornborg.com

or ordered by phone +46 8 506 33 700,

or by e-mail info@bjornborg.com.

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THE BJÖRN BORG GROUP IN BRIEF

The Björn Borg Group owns the Björn Borg brand, and the focus of the business is sports apparel, underwear and bags. In addition, footwear and glasses are also 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 its own operations at all levels, from branding to consumer sales in its own Björn Borg stores and e-commerce, www.bjornborg.com. In total, the Group's net sales in 2024 amounted to SEK 989.7 million and the average number of employees was 152. Björn Borg has been listed on Nasdaq Stockholm since 2007.

THE PICTURES IN THE INTERIM REPORT

The images in the Interim report are taken from Björn Borg's autumn and winter 2025 collection.

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This information is such information that Björn Borg AB is obliged to publish in accordance with the EU Market Abuse Regulation. The information was submitted, through the care of the above contact person, for publication on November 14, 2025 at 07:30.