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Press release

HENRIK BUNGE NEW CEO OF BJÖRN BORG

Henrik Bunge has been appointed new CEO of Björn Borg. Henrik Bunge has an excellent track record from executive positions involving strong retail brands, most recently as CEO of Peak Performance and Head of Adidas Group in the Nordic region. In both operations, Henrik Bunge successfully propelled the organizational development with a strong goal-oriented and motivated focus, and was able to generate volume growth and earnings increases in a short time. Henrik Bunge will assume the position as CEO on August 1, 2014. Vice President Henrik Fischer will remain as Acting CEO until then.

“Henrik Bunge is a visionary leader with a powerful force of execution. His experience from leading retail and e-shopping operations with strong lifestyle brands will contribute valuable expertise to Björn Borg. With Henrik Bunge’s contribution of experience and energy, we will gain the perfect prerequisites for further developing Björn Borg,” comments Fredrik Lövestedt, Chairman of the Board of Björn Borg.

Henrik Bunge, aged 40, has a Master of Laws degree from Uppsala University, as well as university studies in business administration and market communication. He joins Björn Borg from Peak Performance, where he was President 2012-2013. Prior to that, he worked at Adidas Group for six years, in such positions as Head of Sales and Head of the Adidas Group Nordic operation, responsible for the Adidas and Reebok brands and in charge of 400 employees in eight countries. Henrik Bunge also worked as Marketing and Sales Manager at Hästens Sängar.

“Björn Borg is a strong and exciting brand with great potential. I look forward to becoming part of a strong team at Björn Borg and to continuing to develop the brand,” comments Henrik Bunge, Incoming CEO of Björn Borg.

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The above information is such that Björn Borg AB (publ) is required to disclose in accordance with the Swedish Financial Instruments Trading Act or the Swedish Securities Market Act. The information was issued for publication on March 24, 2014, at 8:55 am CET. 08.55.

About Björn Borg

The Group owns the Björn Borg trademark and its core business is underwear. It also offers sportswear and fragrances as well as footwear, luggage & bags and eyewear through licensees. Björn Borg products are sold in around 25 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, there are 38 Björn Borg stores, 17 of which are managed by the Group. Sales of Björn Borg products amounted to around SEK 1.5 billion at the consumer level in 2013. Group net sales amounted to SEK 499 million in 2013, with 159 employees. The Björn Borg share has been listed on NASDAQ OMX Nordic in Stockholm since 2007.