POSITIVE SIGNS IN UNDERWEAR

FIRST QUARTER, JANUARY 1 – MARCH 31, 2010

- The Group's net sales decreased by 10 percent to SEK 148.4 million (164.7).
- The gross profit margin increased to 51.6 percent (49.3).
- Operating profit decreased to SEK 36.0 million (37.6), or by 4 percent.
- Profit after tax decreased to SEK 25.8 million (28.9), or by 11 percent.
- Earnings per share decreased to SEK 1.03 (1.15). Fully diluted earnings per share amounted to SEK 1.01 (1.15).
- Brand sales decreased (excluding VAT) by 24 percent to SEK 461 million (602).
- In April a letter of intent was signed with a new distributor in France.

COMMENT FROM THE PRESIDENT

"The first quarter of the year shared similarities with the end of 2009, with declining brand sales and consolidated revenue, but at the same time we are seeing positive signs. We have continued to improve in areas that we consider crucial to reaching our goal to be the best in the world in fashion underwear, including an increased number of new products, impactful campaigns and a new distributor in France", said Arthur Engel.

SEK million	January-March 2010	January-March 2009	April 2009-March 2010	Full-year 2009
Net sales	148.4	164.7	503.6	519.9
Gross profit margin, %	51.6	49.3	52.0	51.3
Operating profit	36.0	37.6	111.1	112.6
Operating margin, %	24.3	22.8	22.1	21.7
Profit after tax	25.8	28.9	77.1	80.9
Earnings per share, SEK	1.03	1.15	3.07	3.22
Earnings per share after dilution, SEK	1.01	1.15	3.07	3.21
Brand sales*	461	602	1,835	1,976

* Estimated total sales of Björn Borg products at the consumer level, excluding VAT, based on reported wholesale sales.

PRESIDENT'S COMMENT

In 2009 we settled on a vision for the brand and our direction going forward: we want to be the best in the world in fashion underwear. Björn Borg has begun the new year with a high level of activity in every part of the business that we consider important to reaching this vision and to our long-term expansion: innovative product development, efficient marketing and broader distribution.

Product development
– several new products garner positive response, with more to come this fall

In product development, several new underwear products reached stores during the first quarter, not least of all in Kids, which is now available for both boys and girls and has received a positive response. In February we launched on a widespread basis our first major new product of the year, the Love All underwear line for women, at the same time that a sports-oriented menswear collection went on sale. This fall more new products for both women and men will reach consumers.

Marketing communications
– improved marketing tools and product-oriented campaigns

In an effort to streamline marketing communications, we developed improved support for distributors during the spring in the form various marketing tools. The idea is to make it easier for our partners to strengthen the brand in their markets and increase opportunities for sustainable growth. At the same time we have launched the first campaigns with Björn Borg's new brand platform and the theme Swedish Underwear Liberation, with a great deal of energy and much of Björn Borg's soul, but with the emphasis on the product.

Distribution
– new distributor in France, licensing of footwear and new store concept

After an analysis last year of the representatives in our various markets, we have been trying to find a new distributor in France. We have now found a solution with an experienced partner, which we think is right for this important market. As announced earlier, footwear will be licensed out during the year, an important step to strengthen the prospects of a broader expansion in this product area. The Björn Borg store on Sergelgatan in Stockholm opened in March after renovations to fit our new retail concept, which we developed to bolster our stores and shop-in-shops internationally. And we are always keeping our eyes out for interesting new markets with the right partners.

Quarterly development
– positive trend in underwear

The first quarter of the year shared similarities with the end of 2009, with declining brand sales and consolidated revenue, but at the same time we are seeing positive signs. Adjusted for negative exchange rate effects and unusually high footwear sales in the first quarter of last year, we posted a slight increase in revenue compared with 2009. The growth was in underwear sales at the end of the period. At the same time lower expenses, primarily from reduced operations in the U.S., contributed to an increase in operating margin during the quarter to a strong 24.3 percent.

Arthur Engel
President

OPERATIONS

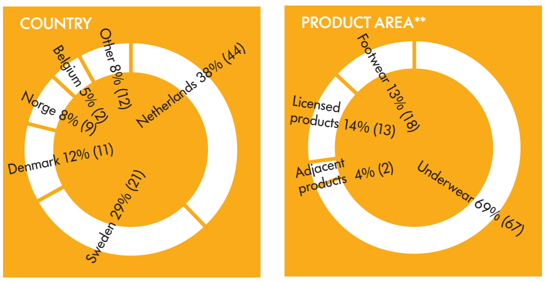
Brand sales
Brand sales (excluding VAT) for the first quarter 2010 decreased by 24 percent to SEK 461 million (602). The decrease is the result of lower underwear orders from distributors in early fall 2009 and lower footwear sales in the Netherlands, which had reported a very strong increase in the same quarter of 2009. Brand sales were also adversely affected to a slight degree by a stronger krona against the euro during the period.

Product areas in the first quarter 2010
Brand sales in the underwear product area decreased by 22 percent during the quarter compared with the previous year. Declines were noted in all major markets. Among smaller markets, Belgium and Finland reported continued positive sales trends. Underwear accounted for 69 percent (67) of brand sales during the quarter.

In the smaller product area, adjacent products – menswear – brand sales doubled compared with the same quarter of the previous year, though from a low level.

Sales in the footwear product area fell by 43 percent after a substantial rise during the first quarter of the previous year. By licensing footwear operations to an established international player, as planned in 2010, growth prospects will improve in the product area.

Brand sales* of Björn Borg products January–March 2010
Total SEK 461 million (602)



* Estimated total sales of Björn Borg products at the consumer level, excluding VAT, based on reported wholesale sales.
** **Underwear** Men's and women's underwear, swimwear and socks. **Adjacent products** Men's clothing, **Licensees** Bags, fragrances, eyewear and women's clothing in the Netherlands.

In licensed products, sales decreased for bags and the licensed women's collection in the Netherlands. Fragrances and eyewear both reported growth.

Markets in the first quarter 2010
Brand sales in smaller markets accounted for 13 percent (15) of total brand of sales during the first quarter. Among major markets, Sweden reported an increase in brand sales of 3 percent, while the Netherlands, Denmark and Norway posted negative sales trends. Among smaller markets, Belgium continued to grow strongly and now accounts for 5 percent of total brand sales.

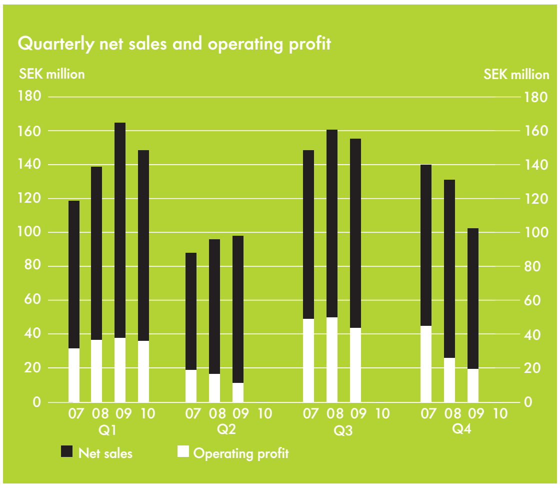
Björn Borg stores
No new Björn Borg stores were opened during the first quarter of 2010. At the end of the period there were 46 (44) Björn Borg stores, of which 10 (11) are Group-owned. During the quarter the store at Sergelgatan in Stockholm was renovated to fit the new retail concept.

Company acquisition
March 25, 2010 Björn Borg acquired 100 percent of the capital and votes in FSSIT Services AB, the name of which has since been changed to Björn Borgs Services AB. The purchase price amounted to approximately SEK 9 million, excluding FFSIT's cash reserves, while transaction expenses amounted to approximately SEK 1.3 million. The transaction expenses are recognized as an operating expense.

During the two years preceding the acquisition FSSIT Services AB did not conduct any operations, and with the exception of its cash reserves the company essentially had no assets or liabilities. In its previous business as a service company in the IT sector, FSSIT Services AB had generated losses that gave it tax loss carryforwards totaling approximately SEK 182 million, for which deferred tax assets of SEK 9 million have been recognized in the acquisition balance sheet. The tax loss carryforwards are expected to be utilized beginning in the 2016 financial year. The acquisition has an effect on the Group's cash position of SEK –9 million, which corresponds to the difference between the purchase price paid and FSSIT Services AB's liquid assets at the time of acquisition. The effect on the Group's results and position is not material either before or after the acquisition date.

THE GROUP'S DEVELOPMENT

Sales and operating profit decreased during the first quarter.



Net sales

First quarter, January-March 2010

Group sales during the first quarter amounted to SEK 148.4 million (164.7), a decrease of 10 percent. Sales were negatively affected by lower exports to the Netherlands in the footwear product area, at the same time that they were positively affected by higher sales in the underwear product area. Sales in Swedish underwear wholesale opeartions and Group-owned retail operations decreased slightly. The US dollar weakened compared with the same period of 2009, due to which sales decreased by about SEK 13 million.

Profit

First quarter, January-March 2010

The gross profit margin increased during the first quarter to 51.6 percent (49.3), which is attributable to a weaker dollar, but also a decreased share of export sales in footwear operations.

Operating profit amounted to SEK 36.0 million (37.6) during the quarter with an operating margin of 24.3 percent (22.8). Profit before tax decreased during the period to SEK 35.4 million (39.2).

Operating profit was adversely affected by lower sales and a lower dollar exchange rate, which was compensated by lower operating expenses. Further cost efficiencies and lower investments in the U.S. contributed to lower operating expenses, which include acquisition-related expenses of SEK 1.3 million attributable to FFSIT AB.

As of March 31, 2010 the company had 25,148,384 shares outstanding. Earnings per share before and after dilution amounted to SEK 1.03 (1.15) and SEK 1.01 (1.15), respectively.

Development by business segment

The Group comprises eight companies that operate under the Björn Borg brand on every level from product development to distribution and consumer sales in its own Björn Borg stores.

Brand and other

Brand and other consist primarily of royalty revenue, sales of services within the Björn Borg network and intra-Group services.

Net sales during the period reached SEK 35.8 million (43.8), a decrease of 18 percent. The external net sales amounted to SEK 15.1 million (19.7). The decrease was mainly due to lower brand sales in the underwear product area as well as the licensed product areas for bags and women's apparel.

Operating profit amounted to SEK 12.7 million (17.3), a decrease of 26 percent for the period. Profit was affected by lower sales.

Product development

The Group has global responsibility for development, design and production of underwear, adjacent products and footwear.

The segment's net sales amounted to SEK 91,5 million (109,9) for the period, a decrease of 17 percent. The external net sales amounted to SEK 75.0 million (81.7). The decrease was primarily due to lower footwear exports to the Netherlands, but also a weaker dollar.

Operating profit decreased to SEK 17.6 million (18.7) as a result of the decline in sales. Good cost controls offset part of the sales decrease.

Wholesale operations

The Björn Borg Group is the exclusive wholesaler for the underwear, adjacent product and footwear product areas in Sweden and the U.S.

Net sales in wholesale operations increased by 1 percent during the period to SEK 60.1 million (59.4). The external net sales amounted to SEK 48.1 million (51.4). The decrease in the external net sales was mainly attributable to both the footwear and underwear product areas.

Operating profit amounted to SEK 7.8 million (2.5). The increase was due to the weaker dollar, which affected gross profit positively, as well as lower investments in the U.S.

		Sales, SEK thousands January-March		Operating profit, SEK thousands January-March		Operating margin January-March	
Business segment	Revenue source	2010	2009	2010	2009	2010	2009
Brand and other	Royalties and services	35,808	43,776	12,710	17,275	35%	39%
Product development	Products	91,457	109,942	17,628	18,719	19%	17%
Wholesale operations	Wholesale sales	60,140	59,421	7,809	2,461	13%	4%
Retail	Retailers	10,227	11,887	–2,110	–873	–21%	–7%
Less internal sales		–49,253	–60,352	–	–	–	–
Total		**148,379**	**164,674**	**36,037**	**37,582**	**24%**	**23%**

Retail

The Björn Borg Group owns and operates eight stores in the Swedish market that sell underwear, adjacent products, footwear and licensed products. Additionally, Björn Borg operates two factory outlets.

Retail sales amounted to SEK 10.2 million (11.9) during the period, a decrease of 14 percent. The decrease was mainly due to lower sales at the two outlets, but also the renovation of a store in Stockholm. Same-store sales decreased by 13 percent.

The operating loss for the period amounted to SEK 2.1 million, against a year-earlier loss of SEK 0.9 million, and resulted from lower sales and depreciation from the store renovation.

Intra-Group sales

Intra-Group sales amounted to SEK 49,3 million (60,4) during the period.

SEASONAL VARIATIONS

The Björn Borg Group is active in an industry with seasonal variations. Sales and earnings vary by quarter. With the current product mix, the second quarter is generally the weakest in terms of profit. See the figure on quarterly net sales and operating profit on page 4.

INVESTMENTS AND CASH FLOW

Cash flow from operating activities in the Group amounted to SEK –2.8 million (12.8) for the first quarter 2010. The decrease was mainly due to higher working capital caused by an increase in accounts receivable from delayed invoicing, but at the same time offset somewhat by increased accounts payable, however.

Total investments in tangible and intangible non-current assets amounted to SEK 2.1 million (1.5) during the period, the large part of which was attributable to the store renovation, though also a new enterprise system and web platform. During the first quarter a company acquisition was also made amounting SEK 9,1 million.

For the first quarter 2010 cash & cash equivalents increased by SEK 111.1 million (11.3).

FINANCIAL POSITION AND LIQUIDITY

The Björn Borg Group's cash & cash equivalents (net cash position) amounted to SEK 407.6 million (252.8) at the end of the period. The equity/assets ratio was 63.2 percent (70.0).

In connection with the acquisition of FSSIT AB, a short-term credit of SEK 125 million was obtained. The credit has a two-month maturity.

Net financial items were affected negatively during the first quarter 2010 by a weaker dollar compared with the same period of 2009, which resulted in negative exchange rate differences.

COMMITMENTS AND CONTINGENT LIABILITIES

No changes were made with regard to pledged assets and contingent liabilities compared with December 31, 2009. As mentioned before, there is a dispute between Björn Borg AB and its English distributor regarding shipments that were not delivered. Arbitration proceedings have begun and a settlement is expected in 2010. Because the financial impact of the dispute cannot be reliably determined, the company has not allocated any provisions for the dispute in these accounts. The financial effect is not expected to materially impact the Group. For further information, see note 22 on page 56 of the annual report 2009.

PERSONNEL

The average number of employees in the Group for the period was 91 (91), of whom 58 (57) were women.

TRANSACTIONS WITH RELATED PARTIES

No transactions were executed with related parties.

SIGNIFICANT RISKS AND UNCERTAINTIES

In its operations, the Björn Borg Group is exposed to risks and uncertainties. For further information, refer to pages 37-38 in the annual report 2009.

EVENTS AFTER THE BALANCE SHEET DATE

After the conclusion of the report period a letter of intent was signed with a new distributor in France.

PARENT COMPANY

Björn Borg AB (publ) is primarily engaged in intra-Group activities. In addition, the Parent Company owns 100 percent of the shares in Björn Borg Brands AB and Björn Borg Footwear Holding AB.

The Parent Company's net sales for the first quarter amounted to SEK 12.0 million (14.0). The loss before tax amounted to SEK 2.2 million, against a year-earlier loss of SEK 4.1 million. Cash & cash equivalents amounted to SEK 125.5 million (176.8) on March 31, 2010. For the period investments in tangible and intangible non-current assets amounted to SEK 0.4 million (0.9).

NUMBER OF SHARES

Björn Borg currently has 25,148,384 shares outstanding.

FINANCIAL OBJECTIVES

The financial objectives of Björn Borg's operations for the period 2010-2014 are as follows:

- Average annual organic growth of at least 10 percent
- An average annual operating margin of at least 20 percent
- An annual dividend of at least 50 percent of net profit
- Long-term cash reserves equivalent to 10-20 percent of annual sales.

Comments to the financial objectives:

The long-term objective will be achieved if established markets grow slightly below the average growth target and new markets provide stronger growth. At the start of the period sales growth could fall below the target, since several new markets are being added.

Surplus liquidity generated by meeting the new financial objectives will be distributed gradually over the forecast period, starting in 2010.

Operating investments are expected to fall in the range of 2-5 percent of net sales depending on the addition of any new concept stores.

ANNUAL GENERAL MEETING

The Annual General Meeting of Björn Borg AB, which was held in Stockholm at 5:00 p.m. on April 15, 2010, resolved to pay a dividend of SEK 5.00 (1.50) per share to the shareholders for the year 2009. The Directors Monica Elling, Fredrik Lövstedt, Fabian Månsson, Mats H Nilsson, Vilhelm Schottenius, Michael Storåkers and Nils Vinberg were re-elected, with Fredrik Lövstedt as Chairman of the Board. Kerstin Hessius was elected a new Director.

Authorization to issue new shares, warrants and/or convertibles

In accordance to the Board of Directors' proposal, the Annual General Meeting, authorized the Board, until the next Annual General Meeting, to resolve with respect to new issues of shares, warrants or convertibles on one or several occasions, with or without deviating from the shareholders' preferential rights. The number of shares could increase in total by not more than 1,250,000.

Authorization to acquire and transfer the company's own shares

The Board of Directors was authorized, until the next Annual General Meeting, to resolve to acquire the company's own shares, on one or several occasions, to the extent that the holding of treasury shares subsequently does not exceed ten percent of all the shares in the company. Further, the Meeting authorized the Board, until the next Annual General Meeting, to resolve to transfer treasury shares to third parties on one or several occasions. Transfers are limited to the total number of treasury shares that the company holds at any given time.

Remuneration guidelines for executive management

The Meeting adopted the Board of Directors' proposal regarding remuneration guidelines for the executive management, comprising the President and other members of the executive management.

ACCOUNTING PRINCIPLES

This interim report has been prepared in accordance with the Annual Accounts Act and IAS 34 Interim Financial Reporting, and for the Parent Company in accordance with the Annual Accounts Act and the Swedish Financial Reporting Board's recommendation RFR 2.3 Accounting in Legal Entities.

The same accounting principles were applied during the period as in 2009, as described on page 47 of the annual report 2009, with the exceptions indicated below.

The new and revised IFRS and the interpretations from IFRIC applied by the Group as of January 1, 2010 have not had a significant impact on the Group's results or financial position, with the exception of IFRS 3 Business Combinations, according to which the transaction expenses in connection with acquisitions are not included in acquisition value and instead are treated as overhead and recognized through profit or loss. According to RFR 2.3, some of the changes which were introduced in IAS 1 2009 and applied in the consolidated financial statements shall also be applied in the Parent Company. Due to these changes, a separate statement of total comprehensive income and a statement of changes in equity are presented for the Parent Company in this interim report.

AUDIT REPORT

This interim report has been reviewed by the company's auditors.

OUTLOOK 2010

As a policy, the company does not issue earnings forecasts.

CONSOLIDATED INCOME STATEMENT AND TOTAL COMPREHENSIVE INCOME

CONDENSED

SEK thousands	January-March 2010	January-March 2009	April 2009-March 2010	Full-year 2009
Net sales	**148,379**	**164,674**	**503,620**	**519,915**
Cost of goods sold	–71,803	–83,526	–241,548	–253,271
Gross profit	**76,576**	**81,148**	**262,072**	**266,644**
Distribution expenses	–25,792	–29,047	–99,134	–102,390
Administrative expenses	–11,190	–10,882	–38,771	–38,463
Development expenses	–3,557	–3,636	–13,118	–13,197
Operating profit	**36,037**	**37,582**	**111,048**	**112,594**
Net financial items	–608	1,663	–3,207	–936
Profit before tax	**35,429**	**39,245**	**107,841**	**111,658**
Tax	–9,650	–10,322	–30,756	–30,756
Profit for the period	**25,779**	**28,924**	**77,085**	**80,902**
Profit for the period attributable to:				
Parent Company's shareholders	25,782	28,897	77,080	80,867
Minority interests	–3	27	5	35
Other comprehensive income				
Translation adjustments for foreign operations	–242	231	371	844
Total comprehensive income for the period	**25,537**	**29,155**	**77,456**	**81,746**
Total comprehensive income for the period attributable to				
Parent Company's shareholders	25,540	29,128	77,451	81,711
Minority interests	–3	27	5	35
Earnings per share, SEK	1.03	1.15	3.07	3.22
Earnings per share after dilution, SEK	1.01	1.15	3.07	3.21
Number of shares	25,148,384	25,059,184	25,148,384	25,148,384
Weighted average number of shares	25,148,384	25,059,184	25,133,517	25,111,217
Effect of dilution*	377,505	19,470	–	118,910
Weighted average number of shares after full dilution	25,525,889	25,078,654	25,133,517	25,230,128

* Björn Borg AB has two outstanding incentive programs based on warrants: 2008:1 and 2008:2. For more detailed information, see page 53 of the annual report 2009.

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

CONDENSED

SEK thousands	March 31 2010	March 31 2009	December 31 2009
Non-current assets			
Goodwill	13,944	13,944	13,944
Trademarks	187,532	187,532	187,532
Other intangible assets	3,826	2,033	3,437
Tangible non-current assets	10,728	14,611	11,150
Deferred tax assets	9,096	–	–
Total non-current assets	**225,126**	**218,120**	**216,063**
Current assets			
Inventories, etc.	23,584	37,141	26,455
Current receivables	113,961	124,653	65,719
Cash & cash equivalents	407,561	252,827	296,484
Total current assets	**545,106**	**414,622**	**388,657**
Total assets	**770,232**	**632,742**	**604,720**
Equity and liabilities			
Equity	486,493	442,958	460,956
Deferred tax liabilities	41,634	34,247	40,011
Other non-current liabilities	39,405	45,334	40,889
Due to credit institutions	125,000	–	–
Accounts payable	28,696	37,634	15,480
Other current liabilities	49,004	72,569	47,385
Total equity and liabilities	**770,232**	**632,742**	**604,720**

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

CONDENSED

SEK thousands	January-March 2010	January-March 2009	Full-year 2009
Opening balance	**460,956**	**413,803**	**413,803**
New share issues	–	–	2,996
Dividend	–	–	–37,589
Total comprehensive income for the period	25,537	29,155	81,746
Closing balance	**486,493**	**442,958**	**460,956**

CONSOLIDATED STATEMENT OF CASH FLOWS

CONDENSED

SEK thousands	January-March 2010	January-March 2009	Full-year 2009
Cash flow from operating activities			
Before change in working capital	28,347	34,667	69,246
Change in working capital	–31,109	–21,837	24,873
Cash flow from operating activities	**–2,762**	**12,830**	**94,119**
Investments in intangible non-current assets	–572	–	–3,160
Investments in tangible non-current assets	–1,492	–1,501	–1,380
Company acquisition	–9,096	–	–
Cash flow from investing activities	**–11,160**	**–1,501**	**–4,540**
Dividend	–	–	–37,589
Incentive programs/new share issues	–	–	2,996
Change in loans	125,000	–	–
Cash flow from financing activities	**125,000**	**–**	**–34,593**
Cash flow for the period	**111,077**	**11,329**	**54,986**
Cash & cash equivalents at beginning of period	296,484	241,498	241,498
Cash & cash equivalents at end of period	**407,561**	**252,827**	**296,484**

KEY FIGURES

GROUP

SEK thousands	January-March 2010	January-March 2009	April 2009-March 2010	Full-year 2009
Gross profit margin, %	51.6	49.3	52.0	51.3
Operating margin, %	24.3	22.8	22.1	21.7
Profit margin, %	23.9	23.8	21.4	21.5
Return on capital employed, %	18.3	29.1	18.3	20.9
Return on average equity, %	16.6	24.9	16.6	18.5
Profit attributable to Parent Company's shareholders	25,782	28,897	77,080	80,867
Earnings per share, SEK	1.03	1.15	3.07	3.22
Earnings per share after dilution, SEK	1.01	1.15	3.07	3.21
Number of shares	25,148,384	25,059,184	25,148,384	25,148,384
Weighted average number of shares	25,148,384	25,059,184	25,133,517	25,111,217
Effect of dilution	377,505	19,470	–	118,910
Weighted average number of shares after dilution	25,525,889	25,078,654	25,133,517	25,230,128
Equity/assets ratio, %	63.2	70.0	63.9	76.2
Equity per share, SEK	19.34	17.68	19.36	18.33
Investments in intangible non-current assets	572	–	3 732	3 160
Investments in tangible non-current assets	1,492	1,501	1,371	1,380
Investments in financial non-current assets	9,096	–	9,096	–
Depreciation and impairment losses for the period	–2,098	–1,975	–7,147	–7,024
Average number of employees	91	91	92	92

SUMMARY BY SEGMENT

GROUP

SEK thousands	January-March 2010	January-March 2009	April 2009-March 2010	Full-year 2009
Operating revenue				
Brand and other				
External sales	15,081	19,689	50,330	54,936
Internal sales	20,727	24,087	79,979	83,341
	35,808	**43,776**	**130,309**	**138,277**
Product development				
External sales	74,953	81,712	250,631	257,391
Internal sales	16,504	28,230	70,063	81,788
	91,457	**109,942**	**320,694**	**339,179**
Wholesale				
External sales	48,117	51,386	149,834	153,102
Internal sales	12,023	8,035	44,701	40,713
	60,140	**59,421**	**194,535**	**193,815**
Retail				
External sales	10,227	11,887	52,825	54,485
Internal sales	–	–	6	6
	10,227	**11,887**	**52,831**	**54,491**
Less internal sales	–49,253	–60,352	–194,749	–205,847
Operating revenue	**148,379**	**164,674**	**503,620**	**519,915**
Operating profit				
Brand and other	12,710	17,275	39,378	43,942
Product development	17,628	18,719	49,893	50,984
Wholesale	7,809	2,461	14,983	9,635
Retail	–2,110	–873	6,794	8,032
Operating profit	**36,037**	**37,582**	**111,048**	**112,594**

QUARTERLY DATA

GROUP

SEK thousands	Q1 2010	Q4 2009	Q3 2009	Q2 2009	Q1 2009	Q4 2008	Q3 2008	Q2 2008
Net sales	148,379	102,247	155,162	97,832	164,674	131,233	160,762	95,813
Gross profit margin, %	51.6	55.7	50.8	50.9	49.3	54.1	54.1	55.9
Operating profit	36,037	19,427	43,454	12,131	37,582	26,049	49,688	16,493
Operating margin, %	24.3	19.0	28.0	12.4	22.8	19.8	30.9	17.2
Profit after financial items	35,429	19,712	40,830	11,871	39,245	28,693	52,277	16,594
Profit margin, %	23.9	19.3	26.3	12.1	23.8	21.9	32.5	17.3
Earnings per share, SEK	1.03	0.54	1.20	0.34	1.15	0.91	1.50	0.48
Earnings per share after dilution, SEK	1.01	0.53	1.19	0.33	1.15	0.91	1.50	0.48
Number of Björn Borg stores at end of period	46	46	45	43	44	44	41	39
of which Björn Borg-owned stores	10	10	10	10	11	11	11	10
Brand sales	460,456	422,121	566,423	385,637	602,,183	475,806	562,835	381,246

PARENT COMPANY INCOME STATEMENT

CONDENSED

SEK thousands	January-March 2010	January-March 2009	April 2009-March 2010	Full-year 2009
Net sales	**12,019**	**13,976**	**45,651**	**47,608**
Cost of goods sold	–34	–1,405	–1,036	–2,407
Gross profit	**11,985**	**12,571**	**44,615**	**45,201**
Distribution expenses	–9,537	–10,810	–39,553	–40,826
Administrative expenses	–3,668	–4,158	–15,213	–15,702
Development expenses	–1,467	–1,663	–6,085	–6,281
Operating profit/loss	**–2,687**	**–4,060**	**–16,236**	**–17,608**
Dividend from subsidiary	–	–	–	100,000
Net financial items	513	–44	2,532	1,975
Profit/loss before tax	**–2,174**	**–4,104**	**–13,704**	**84,367**
Tax	572	1,080	3,508	4,017
Profit/loss for the period	**–1,602**	–3,024	**–10,196**	**88,383**
Other comprehensive income	–	–	–	–
Total comprehensive income for the period	**–1,602**	**–3,024**	**–10,196**	**88,383**

PARENT COMPANY BALANCE SHEET

CONDENSED

SEK thousands	March 31 2010	March 31 2009	December 31 2009
Non-current assets			
Intangible non-current assets	1,784	–	1,694
Tangible non-current assets	4,071	5,981	4,238
Shares in Group companies	316,635	54,497	54,497
Total non-current assets	**322,490**	**60,478**	**60,428**
Current assets			
Receivables from Group companies	83,782	31,949	88,903
Current receivables	7,658	8,654	5,703
Cash & cash equivalents	125,481	176,777	287,657
Total current assets	**216,921**	**217,380**	**382,263**
Total assets	**539,411**	**277,858**	**442,691**
Equity and liabilities			
Equity	213,136	146,757	214,738
Untaxed reserves	7,359	7,359	7,359
Due to credit institutions	125,000	–	–
Due to Group companies	179,320	102,027	207,835
Accounts payable	4,298	8,030	1,840
Other current liabilities	10,298	13,685	10,919
Total equity and liabilities	**539,411**	**277,858**	**442,691**

PARENT COMPANY STATEMENT OF CHANGES IN EQUITY

CONDENSED

SEK thousands	January-March 2010	January-March 2009	Full-year 2009
Opening balance	**214,738**	**149,782**	**149,782**
New share issues	–	–	2,966
Dividend	–	–	–37,589
Group contributions	–	–	15,191
Tax effect of Group contributions	–	–	–3,995
Total comprehensive income for the period	–1,602	–3,024	88,383
Closing balance	**213,126**	**146,758**	**214,738**

DEFINITIONS

Gross profit margin
Net sales less cost of goods sold divided by net sales.

Operating margin
Operating profit as a percentage of net sales.

Profit margin
Profit before tax as a percentage of net sales.

Equity/assets ratio
Equity as a percentage of total assets.

Return on capital employed
Profit after financial items (on a rolling 12-month period) plus financial expenses as a percentage of average capital employed.

Return on equity
Net profit according to the income statement (on a rolling 12-month period) 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.

Earnings per share
Earnings per share in relation to the weighted average number of shares during the period.

Earnings per share after dilution
Earnings per share adjusted for any dilution effect.

Brand sales
Estimated total sales of Björn Borg products at the consumer level, excluding VAT, based on reported wholesale sales.

The Board of Directors and the President 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 material risks and uncertainties faced by the Parent Company and the companies in the Group.

Stockholm, May 6, 2010

Fredrik Lövstedt Chairman	Nils Vinberg Vice Chairman	Monika Elling Board Member	Kerstin Hessius Board Member
Fabian Månsson Board Member	Mats H Nilsson Board Member	Vilhelm Schottenius Board Member	Michael Storåkers Board Member

Arthur Engel
President and CEO

ABOUT THE BJÖRN BORG GROUP

The Group owns the Björn Borg trademark and has operations in five product areas: clothing, footwear, bags, eyewear and fragrances. Björn Borg products are sold in fifteen markets, of which Sweden and the Netherlands are the largest. Operations are managed through a network of product and distribution companies which are either part of the Group or are independent companies with licenses for product areas and geographical markets. The Björn Borg Group has operations at every level from branding to consumer sales through its own Björn Borg stores. Total sales of Björn Borg products in 2009 amounted to approximately SEK 2 billion at the consumer level, excluding VAT. Group net sales amounted to SEK 520 million in 2009, with 92 employees at year-end. The Björn Borg share is listed on NASDAQ OMX Nordic, Mid Cap list, since May 7, 2007.

Upcoming information dates

The interim report January–June 2010 will be released on August 19, 2010.
The interim report January–September 2010 will be released on November 11, 2010.
The year-end report for 2010 will be released on February 10, 2011.

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Björn Borg is required to make public the information in this report in accordance with the Securities Market Act.
The information was released for publication on May 6, 2010 at 7:30 a.m. (CET).