

Stockholm, Sweden, 30 May 2014

**Press release**

## **REDUCED NUMBER OF SHARES AND VOTES IN BJÖRN BORG AB**

The Annual General Meeting 2014 of Björn Borg resolved on a so-called automatic share redemption procedure, including a share split through which one (1) existing share in the company was split into two (2) shares. As a result of the share split, the number of shares in Björn Borg was temporarily increased by 25,148,384 shares to a total of 50,296,768 shares. This has been previously announced in a press release on 30 April 2014.

The 25,148,384 new shares (the so-called redemption shares) have thereafter been redeemed as part of the share redemption procedure, whereby the number of shares in Björn Borg, following the redemption, is 25,148,384 shares, i.e. the same number as before the share split.

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### **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 thirty 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, of which 17 are operated in the Group. Total sales of Björn Borg products in 2013 amounted to around SEK 1.5 billion at the consumer level. Group net sales amounted to SEK 496 million in 2013, with 159 employees. The Björn Borg share has been listed on NASDAQ OMX Nordic in Stockholm since 2007.