

Stockholm 10 June 2015

**Press release**

## **COO LEAVES BJÖRN BORG**

Björn Borg has launched a new business plan for 2015-2019, focusing on sales growth and on transitioning the brand to a sports fashion brand. In connection with the implementation of the new business plan, organizational changes have been made. Within the scope of such reorganizations, it has been agreed that Henrik Fischer, COO and deputy CEO, will leave the company. The deputy CEO and COO role will be redundant going forward. Henrik Fischer's last day at Björn Borg will be 30 June.

**For more information, please contact:**

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*The information contained in this press release is disclosed in accordance with the Swedish Securities Markets Act and/or the Swedish Financial Instruments Trading Act. The information was released for publication on 10 June, 2015 at 8.00 a.m. (CET).*

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### **About Björn Borg**

*The Group owns the Björn Borg trademark and its core business is underwear and sportswear. It also offers footwear, 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. Total sales of Björn Borg products in 2014 amounted to about SEK 1.4 billion, excluding VAT, at the consumer level. Group net sales amounted to SEK 539 million in 2014, with an average of 129 employees. The Björn Borg share has been listed on NASDAQ Stockholm since 2007.*