INTERIM REPORT

BJÖRN BORG AB

JAN-JUN 2026

BJÖRN BORG

train to live


train to live
BORG

Strong profitability despite lower sales

APRIL 1 - JUNE 30, 2026

- Group net sales amounted to SEK 198.4 million (225.9), a decrease of 12.2 percent. Currency-neutral, net sales decreased by 13.1 percent.
- Net sales for own e-commerce increased by 16.5 percent to SEK 60.1 million (51.6), and sales for own e-commerce and e-tailers amounted to SEK 89.8 million (97.4), a decrease of 7.8 percent.
- The gross profit margin was 56.2 percent (50.6).
- Operating profit amounted to SEK 11.8 million (10.6), an increase of 11.0 percent.
- Profit after tax amounted to SEK 8.6 million (4.0), an increase of 118.3 percent.
- Earnings per share before and after dilution amounted to SEK 0.34 (0.16).

JANUARY 1 - JUNE 30, 2026

- Group net sales amounted to SEK 499.0 million (505.9), a decrease of 1.4 percent. Currency-neutral, net sales increased by 0.2 percent.
- Net sales for own e-commerce increased by 9.5 percent to SEK 112.6 million (102.9). Sales for own e-commerce and e-tailers amounted to SEK 217.3 million (211.3), an increase of 2.8 percent.
- The gross profit margin was 54.8 percent (50.2).
- Operating profit amounted to SEK 58.6 million (44.8), an increase of 30.9 percent.
- Profit after tax amounted to SEK 45.5 million (39.9), an increase of 14.1 percent.
- Earnings per share before and after dilution amounted to SEK 1.81 (1.59).

QUOTE FROM CEO, HENRIK BUNGE

"This is the highest operating profit we have ever delivered after a first half of the year, while sales are basically unchanged compared to the previous year. For me, it is a clear acknowledgement that we are building a stronger and more profitable Björn Borg."

SEK million	Apr-Jun 2026	Apr-Jun 2025	Jan-Jun 2026	Jan-Jun 2025	Jul 2025 - Jun 2026	Full-year 2025
Net sales	198.4	225.9	499.0	505.9	1,037.0	1,043.9
Gross profit margin, %	56.2	50.6	54.8	50.2	54.0	51.8
Operating profit	11.8	10.6	58.6	44.8	125.3	111.5
Operating margin, %	5.9	4.7	11.7	8.9	12.1	10.7
Profit after tax	8.6	4.0	45.5	39.9	97.7	92.1
Earnings per share before dilution, SEK	0.34	0.16	1.81	1.59	3.88	3.66
Earnings per share after dilution, SEK	0.34	0.16	1.81	1.59	3.88	3.66

CEO's Comment

The second quarter of the year was weaker in terms of sales compared with last year while, at the same time, we delivered an improved operating profit and a significantly stronger gross margin. Sales amounted to SEK 198 million, down 12 percent, while operating profit increased by 11 percent to SEK 11.8 million. Operating profit for the first six months of the year increased by an impressive 31 percent, to SEK 58.6 million. This was the strongest operating profit we have ever delivered after a first half-year. Sales were virtually unchanged compared with the same period of the previous year. To me, this is clear proof that we continue to build a stronger and more profitable Björn Borg.

The highlight of the quarter was the continued strong performance of our own e-commerce, which grew by 17 percent. Our apparel collection continued to be the main growth driver. Sales of sports apparel in our own e-commerce increased by 28 percent during the quarter, while underwear continued to perform strongly online with growth of 19 percent. Over the past few years, we have gradually built a stronger direct relationship with our consumers, and that journey continues.

One of the quarter's greatest strengths was profitability. Our gross margin improved to 56.2 percent. The improvement was driven by a more favourable channel mix with a larger share of sales through our own e-commerce, lower discount levels and positive currency effects. Combined with continued cost discipline, this enabled us to deliver higher operating profit despite lower sales. The improvement in profitability was structural. Sales may vary between quarters due to delivery timing, but our ability to steadily strengthen the business is far more important over the long term.

At the same time, footwear remained an area where performance did not meet our ambitions. We continue to strengthen the offering and improve sell-through while remaining fully committed to our long-term strategy.

Our markets continued to develop differently. Finland again delivered strong growth, while Sweden, the Netherlands and Germany were affected by delivery timing and weaker performance among certain larger e-tailers. However, this will not change our priorities. We remain committed to investing in our strategic growth areas: sports apparel, our own e-commerce, and the German market.

The external environment remains uncertain and consumer markets continue to be challenging. Even so, I feel confident about the direction we have chosen. We continue to strengthen our position in our strategic categories, our own e-commerce continues to grow strongly, and profitability continues to improve.

What always makes me extremely proud is seeing more and more people wearing our products,whether it is at the gym, on running tracks, on a tennis or padel court, or simply in everyday life. It is a reminder that our mission is about much more than selling products. We want to inspire more people to live active lives.

That's what Train to Live means to us.

Now, let's go – train to live!

Head coach
Henrik Bunge

Group development

OPERATING REVENUE 2026

The second quarter of the year showed a deterioration in the operating revenue, including other revenues, of 14.1 percent, down to SEK 203.0 million (236.3). Adjusted for currency effects, operating revenue showed a decrease of 15.0 percent for the quarter.

PRODUCT AREAS 2026

The underwear product area showed a drop in sales during the second quarter of the year which were down by 18 percent. This decrease in the product area was entirely driven by the wholesale business, which was down by 30 percent on the previous year due to the timing of deliveries. Whereas the summer season deliveries were made in the second quarter of 2025, the deliveries in were made in the first quarter in 2026. In contrast, sales of underwear through our own e-commerce increased by 19 percent. Sales of underwear through our own stores decreased by 21 percent, mainly due to fewer stores compared to the second quarter of last year. Sales in the underwear product area to external distributors showed an increase of 4 percent, mainly due to increased purchases from the Norwegian distributor.

Sports apparel too showed a negative development and fell by 9 percent during the second quarter of the year, for the same reason as the underwear product area. As with the sales of underwear, sales of sports apparel increased within the company's own e-commerce and showed an increase of 28 percent. In the wholesale business, sales were down by 29 percent, due to the aforementioned timing in distribution. Sales to external distributors decreased within the sports apparel product area by 19 percent, and our own stores decreased by 9 percent.

Overall, footwear sales decreased by 6 percent in the second quarter. In wholesale operations, footwear sales decreased by 3 percent, and our own stores and own e-commerce also showed a weak quarter in the footwear product area, decreasing by 28 and 6 percent respectively.

The bags product area was up by 1 percent during the second quarter. All sales channels, with the exception of external distributors, showed an increase.

Other product areas, such as swimwear and socks, showed a combined decrease of 24 percent in the quarter. This was primarily in the wholesale operations where the decrease was 33 percent.

The first half of 2026 showed an overall decrease of 2.7 percent to SEK 509.8 million (523.8).

PRODUCT AREAS - SHARE OF TOTAL SALES

SEK thousands	Apr-Jun 2026	Apr-Jun 2025	Deviation	Jan-Jun 2026	Jan-Jun 2025	Deviation
Underwear	88,777	108,621	-18%	229,096	231,151	-1%
Sports apparel	66,910	73,756	-9%	157,313	154,731	2%
Footwear	12,710	13,455	-6%	48,144	57,632	-16%
Bags	14,746	14,557	1%	26,404	28,954	-9%
Other products	19,820	25,923	-24%	48,854	51,363	-5%
Total	**202,963**	**236,311**	**-14%**	**509,811**	**523,832**	-3%

MARKETS 2026

The largest market, Sweden, decreased by 15 percent in the second quarter compared to the second quarter of the previous year. The decrease was primarily in wholesale operations which showed a drop of 24 percent due to the aforementioned timing in distribution. Our own e-commerce, on the other hand, increased by 23 percent, while our own stores decreased by 10 percent. The second largest market, the Netherlands, decreased by 21 percent in the quarter, where we saw a decrease in wholesale operations and our own stores, while our own e-commerce was up by 3 percent. Germany had a weak quarter and fell by 38 percent, driven by weak sales to e-tailers. Finland increased by 9 percent in the quarter, with all channels showing an increase. Both Denmark and Belgium were down by 14 percent in the quarter. Other smaller markets increased by 6 percent in total.

MARKETS - SHARE OF TOTAL SALES

SEK thousands	Apr-Jun 2026	Apr-Jun 2025	Deviation	Jan-Jun 2026	Jan-Jun 2025	Deviation
Sweden	77,560	91,145	-15%	182,152	193,051	-6%
Netherlands	43,727	55,554	-21%	107,787	125,665	-14%
Finland	24,212	22,311	9%	68,566	57,229	20%
Germany	15,906	25,549	-38%	49,646	49,915	-1%
Denmark	6,805	7,896	-14%	16,524	19,241	-14%
Belgium	5,346	6,224	-14%	25,147	18,899	33%
Other countries	29,407	27,633	6%	59,989	59,832	0%
Total	**202,963**	**236,311**	**-14%**	**509,811**	**523,832**	-3%

SALES CHANNELS 2026

The largest channel, wholesale, showed a decrease of 26 percent in the second quarter of 2026, where e-tailers, players who primarily sell online, in wholesale decreased by 35 percent, and physical stores in wholesale decreased by 21 percent. This was due to the previously mentioned timing in distribution. Our own stores decreased by 19 percent in the quarter. A significant portion of the decrease was due to fewer stores in the quarter 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. Our own e-commerce showed a strong quarter and increased by 17 percent. It was primarily sports apparel and underwear which contributed to the increase. Sales to external distributors increased in the quarter by 3 percent.

SALES CHANNELS - SHARE OF TOTAL SALES

SEK thousands	Apr-Jun 2026	Apr-Jun 2025	Deviation	Jan-Jun 2026	Jan-Jun 2025	Deviation
Wholesale business	110,240	148,017	-26%	343,810	358,812	-4%
Own e-commerce	60,066	51,554	17%	112,616	102,864	9%
Own stores	19,141	23,738	-19%	32,271	42,248	-24%
Distributors	13,039	12,633	3%	20,271	19,269	5%
Licensing	476	370	29%	844	640	32%
Total	**202,963**	**236,311**	**-14%**	**509,811**	**523,832**	-3%

NET SALES

Second quarter, April-June 2026

Group net sales during the second quarter amounted to SEK 198.4 million (225.9), a decrease of 12.2 percent. The currency effect on sales in the quarter was positive, and adjusted for currency effects, net sales decreased by 13.1 percent.

The main explanation for the decrease between quarters was due to the timing in distribution, since the 2026 summer season deliveries were made in the first quarter of 2026, while the summer season deliveries were made in the second quarter in 2025.

For further details, see below under "Developments by segment".

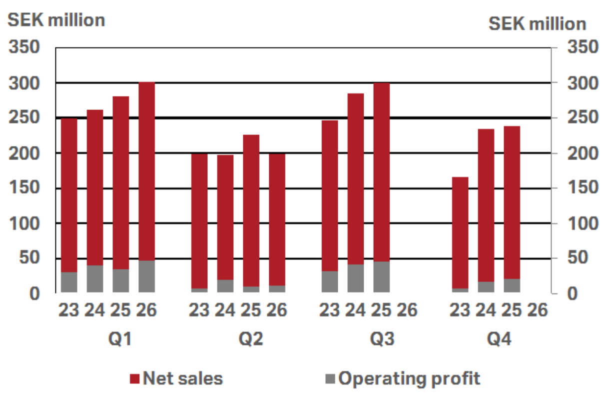
The six-month period, January-June 2026

Group net sales during the first six months amounted to SEK 499.0 million (505.9), a decrease of 1.4 percent. The currency effect had a negative impact on net sales during the first six months of the year, and adjusted for currency effects, sales increased by 0.2 percent.

The main explanation for the development during the first six months was that the footwear product area developed less well than expected.

For further details, see below under "Development by segment".

QUARTERLY NET SALES AND OPERATING PROFIT 2023-2026



RESULTS

Second quarter, April-June 2026

The gross profit margin for the second quarter increased to 56.2 percent (50.6).

Other operating revenues amounted to SEK 4.5 million (10.4) and mainly related to unrealized gains on accounts receivable and accounts payable in foreign currency.

Operating costs in the quarter were down by SEK 10.0 million, as planned, compared to the second quarter of the previous year. Reduced sales with a higher gross profit margin, as well as reduced operating expenses, meant that operating profit increased to SEK 11.8 million (10.6).

Net financial items amounted to SEK –0.2 million (–5.6). 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.

Profit for the period after tax increased to SEK 8.6 million (4.0).

The six-month period, January-June 2026

The gross profit margin for the first six months increased to 54.8 percent (50.2).

Other operating revenues amounted to SEK 10.8 million (17.9) and mainly related to unrealized gains on accounts receivable and accounts payable in foreign currency.

Operating costs decreased by SEK 1.4 million as planned compared to the first six months of the previous year. Reduced sales with a higher gross profit margin, as well as reduced operating expenses, resulted in an overall increase in operating profit which increased to SEK 58.6 million (44.8).

Net financial items amounted to SEK -0.9 million (6.1). 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. Furthermore, the company's valuation of future forward contracts in foreign currency had a positive effect on net financial items during the six-month period SEK 2.3 million (–2.4).

Profit for the period after tax increased to SEK 45.5 million (39.9).

		Operating income, SEK thousands		Operating profit, SEK thousands		Operating margin, %	
		January-June		January-June		January-June	
Segment	Revenue type	2026	2025	2026	2025	2026	2025
Wholesale	Products	343,810	358,811	37,019	26,025	11	7
Own e-commerce	Products	112,616	102,864	22,186	17,682	20	17
Own stores	Products	32,271	42,248	-5,095	-3,470	-16	-8
Distributors	Products	20,271	19,269	3,724	4,152	18	22
Licensing	Royalties	843	640	799	410	95	64
Total		**509,811**	**523,832**	**58,632**	**44,799**	**12**	**9**

Development by segment

Björn Borgs '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 for the first half of the year amounted to SEK 343.8 million (358.8), which was a decrease of 4 percent. The main explanation for the decrease was that the distribution of shoes did not meet expectations and decreased by 18 percent, and also that bags showed a decrease of 10 percent. Overall, the company also saw a decrease in sales at e-tailers within the segment, players who primarily sell online, where the decrease was 3 percent, down to SEK 105 million (108), driven by weak sales in the Swedish market. Physical stores within the segment showed a decrease of 4 percent to SEK 239 million (250). Within wholesale operations, the largest market, Sweden, showed a decrease in sales of 10 percent overall compared to the previous year. The second largest market, the Netherlands, decreased within the segment by 15 percent as the distribution of footwear, which now constitutes a significant amount, did not sell according to expectations. The Finnish market showed growth of 23 percent, and Germany was on par with the previous year.

Operating profit amounted to SEK 37.0 million (26.0), an increase of 42 percent. Reduced sales with higher gross profit margins and slightly lower operational costs mean that operating profit was better than in the previous year.

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.

During the first half of 2026, our own e-commerce increased by 9 percent to SEK 112.6 million (102.9). The increase was mainly due to strong growth in the sports apparel product area, which was up by 20 percent compared to the previous year. The bags product area also increased and grew by 11 percent. Footwear also grew, and was up by 1 percent. Underwear increased by 2 percent for the first six months of the year.

Operating profit amounted to SEK 22.2 million (17.7). The improvement came primarily from increased sales with an improved gross profit margin, where planned increased operating costs, however, had the opposite, negative effect.

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.

Our own physical stores showed a total decrease of 24 percent for the first half of the year and amounted to SEK 32.3 million (42.2), primarily due to the company having chosen to close one of its own stores, in accordance with the company's strategy to close unprofitable stores. For comparable stores, i.e. stores that were open during both comparison quarters, sales decreased by 6 percent for the first half of 2026.

In the Netherlands, sales in own stores were down 38 percent, and by 14 percent for comparable stores. In Sweden, sales in our own stores were down 24 percent, and by 1 percent for comparable stores. Sales in Finland were up 1 percent, while Belgium was down 7 percent overall, and in comparable stores.

Operating profit for the first half of 2026 amounted to SEK –5.1 million (–3.5). The deterioration in operating profit was primarily explained by lower sales, although increased gross profit margins and reduced operating costs had the opposite, positive effect.

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 increased by 5 percent in the first half of 2026 compared to 2025 and amounted to SEK 20.3 million (19.3). Sales to the largest distributor market, Norway, increased by 10 percent, while sales to other smaller distributors decreased by 5 percent overall.

The operating profit decreased to SEK 3.7 million (4.2) due to a slightly lower gross profit margin.

Licensing

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

The segment's external operating income increased during the first half of 2026 compared to 2025, and amounted to SEK 0.8 million (0.6).

Operating profit amounted to SEK 0.8 million (0.4).

Intra-Group sales

Intra-Group sales for the first half-year of 2026 amounted to SEK 361.8 MSEK (354.4).

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 98.1 million (–26.1) in the first half of 2026. The improvement, compared to the previous year, was primarily due to the lower level of tied-up capital.

The cash flow from investing activities was negative at SEK –9.8 million (–6.5). The major investments mainly related to the renovation of the showroom in Sweden and one of the outlet stores in the Netherlands. The cash flow from financing activities amounted to SEK –87.6 million (27.5). The increased negative cash flow was due to the reduced use of the overdraft facility and higher dividends to the shareholders of SEK –75.5 million (–37.7).

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 14.1 million (11.3), plus unused bank facilities of SEK 139.9 million (108.5). At the end of the second quarter of the year, the company had net debt, excluding lease liabilities, of SEK 46.0 million (80.3). Total interest-bearing liabilities amounted to SEK 100. million (121.9), with total lease liabilities amounting to SEK 40.5 million (30.4), of which SEK 26.0 million was the long-term share and SEK 14.4 million was the short-term share.

As of June 30, 2026, the Björn Borg Group had SEK 200 million in bank facilities, of which SEK 60.1 million (91.5) 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 June 30, 2026, the ratio was 0.33 (0.71) and the equity ratio was 46.3 percent (46.8).

There have been no significant changes in collateral and contingent liabilities compared to Dec 31 2025.

PERSONNEL
The average number of employees in the Group for the twelve-month period ending June 30 2026, was 145 (149) of whom 66 percent (67) were women and 34 percent (33) were men.

TRANSACTIONS WITH RELATED PARTIES
Following a decision at the annual general meeting, the Björn Borg Group has introduced an incentive program under which the company offers persons in group management and certain additional key persons within the Group, the opportunity to acquire warrants in the company at market value. The incentive program involves the issue of a total of 600,000 warrants, where each warrant entitles the holder to subscribe for one new share in the company. For further information on the incentive program and its design, please refer to the company's website and the documentation regarding the 2026 annual general meeting.

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 2025 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 for example in either Russia, Ukraine or Iran minimizes the risk of a negative impact on the business, although consumers' declining confidence in the future may have an indirect, negative effect.

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. June 30 2026, 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 Bjorn Borg (China) Ltd.

The parent company's net sales for the first three months, 2026, amounted to SEK 65.2 million (64.2).

Profit before tax amounted to SEK 4.6 million (9.0). 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 vesting period for the share-based incentive programme, LTIP 2023/2026, ended on 25 May 2026. The performance conditions achieved entitled participants to 53,022 shares, which were issued in June 2026. As a result, the total number of shares in Björn Borg amounts to 25,201,406 (25,148,384).

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 19, 2026, 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 2025. The Board of Directors' proposal corresponds to a transfer to shareholders of SEK 75.4 million (75.4). Cecilia Bönström, Jens Høgsted, Johanna Schottenius och Mats H Nilsson were re-elected to the Board. Björn Jansson was elected as new Board member. The total number of the Board members is five. The meeting decided to elect Johanna Schottenius as a Chair of the Board.

The meeting also adopted the Board's proposal for a long-term incentive program including the issuance of warrants. For further information on the incentive program, see above under "Transactions with related parties"

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 2025 (see page 52 of the annual report for 2025). No new standards apply from 1 January 2026 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 2026 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 2025 annual report. No significant changes in estimates or assessments have been made compared to the 2025 annual report.

AUDIT
This interim report has not been subject to a general review by the company's auditors.

OUTLOOK 2026
The company's policy is not to provide forecasts.

Consolidated income statement

CONDENSED

SEK thousands	Note	Apr-Jun 2026	Apr-Jun 2025	Jan-Jun 2026	Jan-Jun 2025	Jul 2025 - Jun 2026	Full-year 2025
Net sales	1,2	198,445	225,913	499,027	505,940	1,036,986	1,043,899
Other operating revenue		4,518	10,398	10,784	17,892	20,846	27,954
Operating revenue		**202,963**	**236,311**	**509,811**	**523,832**	**1,057,832**	**1,071,853**
Goods for resale		-87,018	-111,492	-225,390	-251,831	-477,224	-503,665
Other external expenses	3	-51,899	-59,690	-121,606	-121,484	-261,223	-261,101
Personnel costs		-38,972	-38,965	-77,120	-76,486	-148,237	-147,603
Depreciation/amortization of tangible/ intangible non-current assets		-7,277	-7,109	-14,579	-15,016	-28,629	-29,066
Other operating expenses		-6,016	-8,441	-12,485	-14,216	-17,171	-18,902
Operating profit		**11,781**	**10,614**	**58,632**	**44,799**	**125,348**	**111,516**
Net financial items		-196	-5,607	-900	6,070	-738	6,233
Profit before tax		**11,585**	**5,007**	**57,732**	**50,869**	**124,610**	**117,749**
Tax		-2,952	-1,053	-12,219	-10,991	-26,917	-25,689
Profit for the period		**8,633**	**3,954**	**45,513**	**39,878**	**97,693**	**92,060**
Profit for the period attributable to							
Parent Company`s shareholders		8,633	3,954	45,513	39,878	97,693	92,060
Non-controlling interests		0	0	0	0	0	0
Earnings per share bofore dilution, SEK		0.34	0.16	1.81	1.59	3.88	3.66
Earnings per share after dilution, SEK		0.34	0.16	1.81	1.59	3.88	3.66
Number of shares		25,201,406	25,148,384	25,201,406	25,148,384	25,201,406	25,148,384

Consolidated statement of comprehensive income

CONDENSED

SEK thousands	Note	Apr-Jun 2026	Apr-Jun 2025	Jan-Jun 2026	Jan-Jun 2025	Jul 2025 - Jun 2026	Full-year 2025
Net profit for the period		**8,633**	**3,954**	**45,513**	**39,878**	**97,693**	**92,060**
OTHER COMPREHENSIVE INCOME							
Components that may be reclassified to profit or loss							
Translation difference for the period		1,032	2,563	2,100	-5,514	-462	-8,073
Total other comprehensive income for the period		**1,032**	**2,563**	**2,100**	**-5,514**	**-462**	**-8,073**
Total comprehensive income for the period		**9,665**	**6,517**	**47,613**	**34,364**	**97,231**	**83,987**
Total comprehensive income attributable to							
Parent Company`s shareholders		9,833	6,173	47,973	33,418	97,476	82,923
Non-controlling interests		-168	344	-360	946	-245	1,064

Consolidated statement of financial position

CONDENSED

SEK thousands	Note	Jun 30, 2026	Jun 30, 2025	Dec 31, 2025
Non-current assets				
Goodwill		36,417	36,523	35,866
Trademarks		187,532	187,532	187,532
Other intangible assets		6,679	6,892	6,364
Tangible non-current assets		26,284	21,456	22,081
Deferred tax assets		8,908	9,913	8,788
Right-of-use assets		42,071	30,911	30,702
Total non-current assets		**307,891**	**293,227**	**291,333**
Current assets				
Inventory		244,261	257,496	257,237
Accounts receivable		119,769	144,080	133,095
Other current receivables	4	34,189	39,404	24,025
Cash and cash equivalents		14,090	11,264	13,535
Total current assets		**412,309**	**452,244**	**427,892**
Total assets		**720,200**	**745,471**	**719,225**
Equity and liabilities				
Equity		333,187	349,121	361,019
Deferred tax liabilities		39,537	39,454	39,537
Long-term lease liabilities		26,031	16,045	14,979
Current liability to credit institution		60,094	91,527	63,540
Accounts payable		167,350	158,190	158,962
Short-term lease liabilities		14,449	14,365	14,266
Other current liabilities		79,552	76,769	66,922
Total equity and liabilities		**720,200**	**745,471**	**719,225**

Consolidated statement of changes in equity

CONDENSED

Note	Note	Equity attributable to Parent Company`s shareholders	Non - controlling interest	Total equity
Opening balance, January 1, 2025		**359,361**	**-6,882**	**352,478**
Total comprehensive income for the period		33,418	947	34,365
Closing balance, June 30, 2025		-37,723	-	-37,723
Closing balance, June 30, 2025		**355,056**	**-5,935**	**349,121**
Opening balance, January 1, 2025		**359,361**	**-6,882**	**352,478**
Total comprehensive income for the period		82,922	1,064	83,986
Distribution for 2024		-75,445	-	-75,445
Closing balance, December 31, 2025		**366,838**	**-5,818**	**361,019**
Opening balance, January 1, 2026		**366,838**	**-5,818**	**361,019**
Total comprehensive income for the period		47,956	-360	47,597
Share issue		17	-	17
Distribution for 2025		-75,445	-	-75,445
Closing balance, June 30, 2026		**339,365**	**-6,178**	**333,187**

Consolidated statement of cash flows

CONDENSED

SEK thousands	Apr-Jun 2026	Apr-Jun 2025	Apr-Jun 2026	Apr-Jun 2025	Full-year 2025
Cash flow from operating activities					
Before changes in working capital	11,421	9,853	57,765	41,905	107,335
Change in working capital	135,708	79,207	40,336	-68,024	-52,061
Cash flow from operating activities	**147,129**	**89,060**	**98,101**	**-26,119**	**55,274**
Investments in intangible non - current assets	-933	-858	-1,441	-1,556	-2,243
Investments in tangible non - current assets	-5,397	-3,663	-8,314	-4,965	-10,161
Cash flow from investing activities	**-6,330**	**-4,521**	**-9,755**	**-6,520**	**-12,404**
Distribution	-75,445	-	-75,445	-37,723	-75,445
Proceeds from share issue	17	-	17	-	-
Amortization of lease liabilities	-4,760	-4,766	-8,772	-9,031	-18,108
Overdraft facility	-61,647	-40,054	-3,446	74,246	46,259
Cash flow from financing activities	**-141,836**	**-82,543**	**-87,646**	**27,492**	**-47,294**
Cash flow for the period	**-1,037**	**1,996**	**700**	**-5,148**	**-4,424**
Cash and cash equivalents at beginning of the period	16,140	10,610	13,535	8,771	8,771
Translation difference in cash & cash equivalents	-1,013	-1,342	-145	7,640	9,188
Cash & cash equivalents at end of the period	**14,090**	**11,264**	**14,090**	**11,264**	**13,535**

Key figures

GROUP

SEK thousands	Apr-Jun 2026	Apr-Jun 2025	Jan-Jun 2026	Jan-Jun 2025	Jul 2025-Jun 2026	Full-year 2025
Gross profit margin, % *	56.2	50.6	54.8	50.2	54.0	51.8
Operating margin, % *	5.9	4.7	11.7	8.9	12.1	10.7
Profit margin, % *	5.8	2.2	11.6	10.1	12.0	11.3
Return on capital employed,% *	28.6	26.2	28.6	26.2	28.6	28.8
Return on average, equity, % *	28.6	25.9	28.6	25.9	28.6	25.8
Profit attributable to Parent Company`s shareholders	8,633	3,953	45,513	39,878	97,695	92,060
Equity/assets ratio, % *	46.3	46.8	46.3	46.8	46.3	50.2
Equity per share, SEK *	13.22	13.88	13.22	13.88	13.22	14.36
Investments in intangible non - current assets	933	858	1,441	1,555	2,129	2,243
Investments in tangible non - current assets	5,397	3,663	8,314	4,965	13,510	10,161
Depreciation, amortization and impairment losses for the period	-7,277	-7,109	-14,579	-15,106	-28,269	-29,066
Average number of employees	146	147	146	147	145	147

* The figure is an alternative performance measure (APM) and not (IFRS). It is described under definitions and explained on page 19.

Quarterly data

GROUP

SEK thousands	Q2 2026	Q1 2026	Q4 2025	Q3 2025	Q2 2025	Q1 2025	Q4 2024	Q3 2024
Net sales	198,445	300,582	238,172	299,786	225,913	280,027	234,619	285,087
Gross profit margin, %	56.2	54.0	54.0	52.5	50.6	49.9	53.3	52.1
Operating profit	11,781	46,851	21,595	45,121	10,614	34,186	16,812	42,046
Operating margin, %	5.9	15.6	9.1	15.1	4.7	12.2	7.2	14.7
Profit (loss) after financial items	11,586	46,148	21,337	45,541	5,006	45,864	10,294	44,082
Profit margin, %	5.8	15.4	9.0	15.2	2.2	16.4	4.4	15.5
Earnings per share, SEK	0.34	1.46	0.61	1.46	0.16	1.43	0.40	1.39
Earnings per share after dilution, SEK	0.34	1.46	0.61	1.46	0.16	1.43	0.40	1.39
Number of Björn Borg stores at end of period	11	11	11	11	12	13	14	14
of which Group-owned Björn Borg stores	11	11	11	11	11	12	13	13

Parent company income statement

CONDENSED

SEK thousands	Note	Apr-Jun 2026	Apr-Jun 2025	Jan-Jun 2026	Jan-Jun 2025	Jul 2025 - Jun 2026	Full-year 2025
Net sales		32,699	31,998	65,184	64,223	129,318	128,357
Other operating revenue		908	591	1,078	738	1,460	1,120
Operating revenue		**33,607**	**32,589**	**66,262**	**64,961**	**130,778**	**129,477**
Other external expenses	3	-14,052	-16,247	-32,430	-33,517	-71,370	-72,457
Personnel costs		-13,632	-12,932	-27,257	-25,758	-49,680	-48,181
Depreciation/ amortization of tangible/ intangible non - current assets		-886	-460	-1,475	-981	-2,491	-1,997
Other operating expenses		-53	-88	-138	-273	-295	-429
Operating profit/loss		**4,984**	**2,861**	**4,962**	**4,431**	**6,942**	**6,413**
Net financial items		9	-5,997	-409	4,603	2,833	7,845
Profit/loss after financial items		**4,993**	**-3,135**	**4,553**	**9,034**	**9,775**	**14,258**
Group contributions received/paid		-	-	-	-	75,470	75,470
Appropriations		-	-	-	-	-406	-406
Profit/loss before tax		**4,993**	**-3,135**	**4,553**	**9,034**	**84,839**	**89,322**
Tax		-	-	-	-4	-19,322	-19,326
Profit/loss for the period		**4,993**	**-3,135**	**4,553**	**9,030**	**65,517**	**69,996**
Other comprehensive income		-	-	-	-	-	-
Total comprehensive income for the period		**4,993**	**-3,135**	**4,553**	**9,030**	**65,517**	**69,996**

Parent company balance sheet

CONDENSED

SEK thousands	Note	Jun 30, 2026	Jun 30, 2025	31 dec, 2025
Non-current assets				
Intangible assets		1,765	1,066	1,521
Tangible non - current assets		7,302	3,506	4,873
Shares in Group companies		115,016	115,016	115,016
Total non - current assets		**124,083**	**119,588**	**121,410**
Current assets				
Receivables from Group companies		113,984	369,068	252,090
Other current receivables	4	20,164	20,858	5,256
Total current assets		**134,148**	**389,926**	**257,346**
Total assets		**258,231**	**509,514**	**378,756**
Equity and liabilities				
Equity		62,417	110,052	133,293
Untaxed reserves		1,241	835	1,241
Current liability credit institution		60,094	91,527	63,540
Due to Group companies		112,197	281,875	156,512
Accounts payable		7,251	7,503	6,927
Other current liabilities		15,031	17,723	17,243
Total equity and liabilities		**258,231**	**509,514**	**378,756**

Parent company statement of changes in equity

CONDENSED

SEK thousands	Jan-Jun 2026	Jan-Jun 2025	Full-year 2025
Opening balance	**133,293**	**138,743**	**138,743**
Distribution	-75,445	-37,723	-75,445
Share issue	17	-	-
Total comprehensive income for the period	4,552	9,031	69,996
Closing balance	**62,417**	**110,051**	**133,293**

Supplementary disclosures

NOTE 1 SUMMARY PER SEGMENT

GROUP

SEK thousands	Apr-Jun 2026	Apr-Jun 2025	Jan-Jun 2026	Jan-Jun 2025	Jul 2025-Jun 2026	Full-year 2025
Operating revenue						
Wholesale business						
External revenue	110,241	148,017	343,810	358,811	713,478	728,479
Internal revenue	681	905	1,278	2,512	2,652	3,886
	110,922	**148,922**	**345,088**	**361,323**	**716,130**	**732,366**
Own e-commerce						
External revenue	60,066	51,554	112,616	102,864	226,363	216,610
Internal revenue	424	688	953	1,352	2,304	2,702
	60,490	**52,242**	**113,569**	**104,216**	**228,667**	**219,313**
Own stores						
External revenue	19,141	23,739	32,271	42,248	77,485	87,462
Internal revenue	-	-	-	-	166	166
	19,141	**23,739**	**32,271**	**42,248**	**77,651**	**87,628**
Distributors						
External revenue	13,039	12,632	20,271	19,269	39,144	38,142
Internal revenue	129,955	141,493	340,681	331,703	690,397	681,419
	142,994	**154,125**	**360,952**	**350,972**	**729,541**	**719,561**
Licensing						
External revenue	475	370	843	640	1,362	1,159
Internal revenue	6,904	8,064	18,875	18,881	38,570	38,576
	7,379	**8,434**	**19,718**	**19,521**	**39,932**	**39,735**
Less internal sales	-137,963	-151,149	-361,787	-354,448	-734,089	-726,750
Operating revenue	**202,963**	**236,311**	**509,811**	**523,832**	**1,057,831**	**1,071,852**
deducted Other operating revenue	4,518	10,398	10,784	17,892	20,846	27,955
Net sales	**198,445**	**225,913**	**499,027**	**505,940**	**1,036,986**	**1,043,899**
Goods for resale						
Wholesale business	-57,681	-81,854	-172,642	-195,756	-365,843	-388,957
Own e-commerce	-15,367	-14,923	-30,402	-29,866	-63,645	-63,109
Own stores	-5,935	-7,315	-10,178	-14,917	-24,458	-29,198
Distributors	-8,035	-7,401	-12,168	-11,291	-23,278	-22,402
Goods for resale	**-87,018**	**-111,492**	**-225,390**	**-251,831**	**-477,224**	**-503,666**
Operating profit						
Wholesale business	-4,427	-2,059	37,018	26,025	78,085	67,095
Own e-commerce	14,547	8,398	22,186	17,682	44,660	40,154
Own stores	-923	1,338	-5,095	-3,470	-6,694	-5,070
Distributors	2,105	2,663	3,724	4,152	7,856	8,283
Licensing	479	273	799	410	1,442	1,054
Operating profit	**11,781**	**10,613**	**58,631**	**44,799**	**125,348**	**111,516**
Interest income and similar credits	1,411	107	2,517	11,790	3,957	13,230
Interest expenses and similar charges	-1,607	-5,714	-3,417	-5,720	-4,694	-6,997
Proft before tax	**11,585**	**5,006**	**57,731**	**50,869**	**124,611**	**117,749**

NOTE 2 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 sale above 10 percent of total.

NET SALES GEOGRAPHIC MARKET

Jan-Jun 2026 Group, SEK thousands	Wholesale	Own e-commerce	Own stores	Distributors	Licensing	Total sales	Deducted other operating	**Net sales**
Sweden	135,043	36,885	9,380	-	844	182,152	-3,853	**178,299**
Netherlands	59,439	37,081	11,266	-	-	107,786	-2,280	**105,507**
Finland	56,252	4,069	8,245	-	-	68,566	-1,450	**67,116**
Germany	45,336	4,310	-	-	-	49,646	-1,050	**48,596**
Belgium	6,745	6,399	3,380	-	-	16,524	-350	**16,175**
Denmark	20,769	4,378	-	-	-	25,147	-532	**24,615**
Other countries	20,225	19,493	-	20,271	-	59,989	-1,269	**58,721**
Total	**343,810**	**112,616**	**32,271**	**20,271**	**844**	**509,811**	**-10,784**	**499,027**
Deducted other operating revenue	-7,273	-2,382	-683	-429	-18		-10,784	
Net sales	**336,537**	**110,234**	**31,589**	**19,842**	**826**	**509,811**	**-10,784**	**499,027**

NET SALES GEOGRAPHIC MARKET

Jan-Jun 2025 Group, SEK thousands	Wholesale	Own e-commerce	Own stores	Distributors	Licensing	Total sales	Deducted other operating	**Net sales**
Sweden	149,578	30,487	12,346	-	640	193,051	-6,594	**186,457**
Netherlands	70,210	37,356	18,099	-	-	125,665	-4,292	**121,373**
Finland	45,569	3,496	8,164	-	-	57,229	-2,061	**55,168**
Germany	45,416	4,499	-	-	-	49,915	-1,705	**48,210**
Belgium	10,149	5,453	3,639	-	-	19,241	-657	**18,584**
Denmark	14,744	4,155	-	-	-	18,899	-646	**18,253**
Other countries	23,145	17,418	-	19,269	-	59,832	-1,938	**57,894**
Total	**358,812**	**102,864**	**42,248**	**19,269**	**640**	**523,832**	**-17,892**	**505,940**
Deducted other operating revenue	-12,256	-3,513	-1,443	-658	-22		-17,892	
Net sales	**346,556**	**99,351**	**40,804**	**18,611**	**618**	**523,832**	**-17,892**	**505,940**

NET SALES BY PRODUCT AREA

Jan-Jun 2026 Group, SEK thousands	Wholesale	Own e-commerce	Own stores	Distributors	Licensing	Total sales	Deducted other operating	**Net sales**
Underwear	162,354	40,119	15,916	10,707	-	229,096	-4,846	**224,251**
Sports apparel	87,225	52,104	12,745	5,239	-	157,313	-3,328	**153,986**
Footwear	40,735	6,364	1,030	16	-	48,144	-1,018	**47,125**
Bags	22,992	2,840	440	132	-	26,404	-559	**25,845**
Other products	30,504	11,189	2,140	4,177	844	48,854	-1,033	**47,821**
Total	**343,810**	**112,616**	**32,271**	**20,271**	**844**	**509,811**	**-10,784**	**499,027**
Deducted other operating revenue	-7,273	-2,382	-683	-429	-18		-10,784	
Net sales	**336,537**	**110,234**	**31,588**	**19,842**	**826**	**509,811**	**-10,784**	**499,027**

NET SALES BY PRODUCT AREA

Jan-Jun 2025 Group, SEK thousands	Wholesale	Own e-commerce	Own stores	Distributors	Licensing	Total sales	Deducted other operating	**Net sales**
Underwear	158,901	39,146	21,646	11,458	-	231,151	-7,895	**223,256**
Sports apparel	93,135	43,335	14,623	3,638	-	154,731	-5,285	**149,446**
Footwear	49,942	6,282	1,382	26	-	57,632	-1,968	**55,664**
Bags	25,616	2,558	346	434	-	28,954	-989	**27,965**
Other countries	31,218	11,542	4,251	3,712	640	51,363	-1,754	**49,609**
Total	**358,812**	**102,864**	**42,248**	**19,269**	**640**	**523,832**	**-17,892**	**505,940**
Deducted other operating revenue	-12,256	-3,513	-1,443	-658	-22		-17,892	
Net sales	**346,556**	**99,351**	**40,804**	**18,611**	**618**	**523,832**	**-17,892**	**505,940**

NOTE 3 OTHER EXTERNAL EXPENSES

	Group		Parent Company	
SEK thousands	Jan-Jun 2026	Jan-Jun 2025	Jan-Jun 2026	Jan-Jun 2025
Cost of premises	6,407	6,841	4,577	3,615
Selling expenses	47,138	45,069	1,048	814
Marketing expenses	45,772	46,007	17,147	18,790
Administrative expenses	17,965	17,765	9,092	9,343
Other	4,324	5,803	566	955
Total	**121,606**	**121,484**	**32,430**	**33,517**

NOTE 4 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 2025. Currency forwards are measured at fair value based on input data corresponding to level 2 in the IFRS 13 hierarchy.

As of June 30, 2026, future contracts with positive market value amounted to 2.3 MSEK (–2.4). Forward contracts representing receivables are recognized in other current receivables, while forward contracts representing liabilities are recognized in other current liabilities.

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

Definitions

The company presents certain financial measures in the interim report that are not defined according to 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
https://corporate.bjornborg.com/en/financial-definitions/
https://corporate.bjornborg.com/en/financial-data/

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

GROSS PROFIT MARGIN
Net sales less cost 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 profitability comparisons regardless of the company`s tax rate and independent of its financing structure.

PROFIT MARGIN
Profit before tax as a percentage of net sales.
Purpose: Profit margin shows the company`s profit in relations 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. s.
Purpose: This indicator is the key measure to quantify the return on 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 is used to show, from an ownership 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 material risks and uncertainties faced by the Parent Company and the companies in the Group.

Stockholm, August 14,
2026

Johanna Schottenius
Chairman

Björn Jansson Board member	Cecilia Bönström Board member
Jens Høgsted Board member	Mats H Nilsson Board member

Henrik Bunge
CEO

CALENDAR 2026

The Interim report January-September 2026 will be released at 07:30 on October 23, 2026.

The Year-end report 2026 will be released on February 5, 2027.

FINANCIAL REPORTS

Financial reports can be downloaded from the company`s website, www.bjornborg.com
or order by telephone +46 8 506 33 700
or by e-mail info@bjornborg.com

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ABOUT THE BJÖRN BORG GROUP

The Group owns the Björn Borg trademark, and the focus of the business is sports apparel, underwear, footwear and bags. In addition, eyewear is also offered through 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 2025 amounted to SEK 1,043.9 million and the average number of employees was 147. Björn Borg has been listed on Nasdaq Stock-holm since 2007.

IMAGES IN THE INTERIM REPORT

The images in the interim report are from Björn Borg`s highsummer 2026 collection.

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This information is information that Björn Borg AB is obliged to make public pursuant to the EU Market Abuse Regulation and the Securities Markets Act. The information was submitted, through the care of the above contact persons, for publication on August 14, 2026 at 07:30 am (CET).

This is an English translation of the Swedish Interim report. In case of discrepancies between the English translation and the Swedish Interim report, the Swedish Interim report shall prevail.