### Company Profile

Björn Borg AB is engaged in the apparel industry. It owns the Björn Borg brand, through which it offers fashion underwear, sportswear, fragrances, footwear, bags, luggage, and eyewear. The company operates in the segments of Wholesale, Consumer Direct, Distributors, and Licensing. A majority of the revenue is derived from the Wholesale segment which consists of revenue and expenses associated with the company’s wholesale operations. The Group has wholesale operations in Sweden, Finland, the Netherlands, Belgium, Germany, and England for apparel and underwear as well as in Sweden, Finland, and the Baltic countries for footwear. Geographically, it derives a majority of revenue from Sweden.

### Key Stats

- **Website**: http://www.bjornborg.com
- **Headquarter country**: Sweden
- **Employees**: 212
- **Market Cap (at close 24/08/2023)**: SEK448.14Mil
- **Morningstar Sector**: Consumer Cyclical
- **Morningstar Industry**: Apparel Manufacturing
- **Stock Style**: Small-Value
- **Fiscal Year Ends**: December

### Board of Directors and Management

- **Chairman of the Board**: Heiner Olbrich
- **Chief Executive Officer**: Henrik Bunge
- **Chief Financial Officer**: Jens Nystrom
- **Members of the Management Board**:
  - Andreas Gran
  - Anna-Karin Lingham
  - Daniel Grohman
  - Joacim Sjödin
  - Lena Nordin
  - Lisa Udd
  - Mija Nideborn
  - Robin Salazar

Source: Annual Report, Fiscal Year 2019

### Dividends(SEK)

- **Ex Date**
- **Payment**
- **Type**
- **Currency**
- **Amount**
  - 23/05/2019
  - 19/06/2019
  - Cash
  - SEK
  - 2.00
  - 28/05/2018
  - 21/06/2018
  - Cash
  - SEK
  - 2.00
  - 19/05/2017
  - 15/06/2017
  - Cash
  - SEK
  - 2.00
  - 27/05/2016
  - 22/06/2016
  - Cash
  - SEK
  - 2.00
  - 20/05/2015
  - 12/06/2015
  - Cash
  - SEK
  - 1.50

If data are missing or you find incorrect information in the Fact Sheet, please send an email to: support.nordics@morningstar.com

Please find the FAQ and Methodology at: www.nasdaqomxnordic.com/fact-sheet

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### Growth of 10,000 (Total return SEK since 31/12/2016)

![Growth of 10,000](image)

### Yearly Performance %

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>YTD</td>
<td>-4.6</td>
<td>-17.8</td>
<td>40.0</td>
<td>13.7</td>
<td>-10.7</td>
<td>-23.9</td>
<td>40.6</td>
<td>-43.76</td>
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</tbody>
</table>

### Trailing Returns % (24/08/2020)

<table>
<thead>
<tr>
<th>Period</th>
<th>1 Week</th>
<th>1 Month</th>
<th>3 Months</th>
<th>6 Months</th>
<th>YTD</th>
<th>1 Year</th>
<th>3 Years</th>
<th>5 Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volume</td>
<td>22.6</td>
<td>24.6</td>
<td>39.8</td>
<td>-14.5</td>
<td>-29.4</td>
<td>-20.8</td>
<td>-19.9</td>
<td>1.5</td>
</tr>
</tbody>
</table>

### Financials(SEK)

<table>
<thead>
<tr>
<th>Years</th>
<th>Sales (SEK)</th>
<th>Gross Profit (SEK)</th>
<th>Operating Income (SEK)</th>
<th>Net Income (SEK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>14.7</td>
<td>10.6</td>
<td>9.2</td>
<td>1.8</td>
</tr>
<tr>
<td>2018</td>
<td>14.0</td>
<td>9.8</td>
<td>8.9</td>
<td>1.6</td>
</tr>
<tr>
<td>2017</td>
<td>12.0</td>
<td>8.8</td>
<td>8.6</td>
<td>1.2</td>
</tr>
</tbody>
</table>

### Profitability and Valuation(SEK)

<table>
<thead>
<tr>
<th>Years</th>
<th>Return on Assets %</th>
<th>Return on Equity %</th>
<th>Return on Invested Capital %</th>
<th>Price / Earnings</th>
<th>Price / Sales</th>
<th>Price / Book</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>15.8</td>
<td>8.6</td>
<td>11.3</td>
<td>1.8</td>
<td>1.8</td>
<td>2.3</td>
</tr>
<tr>
<td>2018</td>
<td>13.1</td>
<td>8.3</td>
<td>14.0</td>
<td>1.0</td>
<td>0.7</td>
<td>0.8</td>
</tr>
<tr>
<td>2017</td>
<td>11.5</td>
<td>7.6</td>
<td>10.3</td>
<td>2.6</td>
<td>1.8</td>
<td>2.3</td>
</tr>
</tbody>
</table>
### Compound Annual Growth Rates [SEK]

<table>
<thead>
<tr>
<th></th>
<th>1Y</th>
<th>3Y</th>
<th>5Y</th>
<th>10Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue %</td>
<td>6.66</td>
<td>6.22</td>
<td>7.05</td>
<td>3.83</td>
</tr>
<tr>
<td>Operating Income %</td>
<td>-27.67</td>
<td>-5.18</td>
<td>0.45</td>
<td>-7.55</td>
</tr>
<tr>
<td>Earnings/Share %</td>
<td>-35.15</td>
<td>-6.23</td>
<td>-4.39</td>
<td>-7.02</td>
</tr>
<tr>
<td>Dividend Yield %</td>
<td>0.00</td>
<td>0.00</td>
<td>5.92</td>
<td>2.92</td>
</tr>
<tr>
<td>Net Income %</td>
<td>-32.41</td>
<td>-6.31</td>
<td>-4.72</td>
<td>-7.05</td>
</tr>
<tr>
<td>Free Cash Flow %</td>
<td>1,008.79</td>
<td>114.81</td>
<td>13.98</td>
<td>1.10</td>
</tr>
<tr>
<td>Stock Total Return %</td>
<td>-20.80</td>
<td>-10.85</td>
<td>1.47</td>
<td>-5.23</td>
</tr>
</tbody>
</table>

### Profitability Analysis [SEK]

#### Current
- Return on Equity %: 6.27
- Return on Assets %: 2.28
- Fixed Asset Turnover: 2.69
- Current Asset Turnover: 1.62

#### Other
- Gross Margin %: 52.17
- Net Margin %: 2.14
- F. Cash Flow/Rev %: 18.62

### Financial Position [SEK, Mil]

- Total Liabilities: 1,566.7
- Total Assets: 1,566.7
- Total Equity: 1,000.0
- Current Liabilities: 893.1
- Long-Term Debt (Mil): 273.4
- Accounts Payable: 38.6
- Current Debt: 44.0
- Common Shares Outstanding: 2,748,150

### Quarterly Results [SEK]

- Revenue Mil: Q3, Q4, Q1, Q2
- Most Recent: Q3
- Prior Year: 203.178.188.147
- Revenue Growth %: Q3, Q4, Q1, Q2
- Most Recent: 61.12
- Prior Year: 44.74
- Earnings Per Share Q3, Q4, Q1, Q2
- Most Recent: 1.07
- Prior Year: 1.15

### Options & Futures

- In the options and futures market, there are no guarantees about the accuracy of the information provided. Morningstar provides fundamental financial information, including data on the performance of companies, stocks, and exchange traded funds. Morningstar does not provide investment advice and does not guarantee the accuracy of the information presented.

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