



## NEWS FLASH

Consumer Discretionary &amp; Staples

Fair value: SEK62.0–77.0

Share price: SEK68.4

## Björn Borg

### EBIT growth and strong sports apparel – Q3 initial

## Research analysts:

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Björn Borg's Q3 report was solid overall, in our view, although the own online channel returning to single-digit growth might cause a concern if this persists. As we had expected, FX tailwind drove gross margin and EBIT expansion Y/Y, of 0.4%-point and 7% respectively. However, the increase in gross margin was slightly lower than we estimated, and the company cites some discount pressure from large wholesale customers. Q3 EBIT was just 1% below our estimate and EPS was 6% above. Given the strong share price development leading up to the report, we expect a muted reaction to the results.

**Growth in favourable product segments.** Q3 organic revenue growth was solid at 7% Y/Y, underpinned by sports apparel growing by 24% Y/Y. Wholesale revenue was 5% above our estimate, supported by strong growth in physical stores. Own online revenue was 6% short of our estimate, however, but with tough Y/Y comparisons.

**Gross margin expansion materialised, but some discount pressure.** The gross margin was 52.5% (52.1% in Q3 2024), supported by FX tailwinds (USD/SEK improving purchasing terms), but 1%-point below our estimate, owing to some discounts to large wholesale customers. The expansion led to EBIT growth of 7% Y/Y to SEK45m, largely in line with our expectation of SEK46m.

**Overall supportive for equity story.** With sports apparel growing 24% Y/Y, we believe Q3 largely confirms our equity story with growth outside of the traditional underwear segment. The shoe segment contracted by 5% Y/Y, but on the back of tough comparisons. We expect a muted share price reaction following the solid share price development leading up to the report.

## Upcoming events

|           |             |
|-----------|-------------|
| Q3 Report | 14 Nov 2025 |
| Q4 Report | 13 Feb 2026 |

## Key facts

|                         |                   |
|-------------------------|-------------------|
| No. shares (m)          | 25.1              |
| Market cap. (USDm)      | 183               |
| Market cap. (SEKm)      | 1,720             |
| Net IB Debt. (SEKm)     | 8                 |
| Adjustments (SEKm)      | 0                 |
| EV (2025e) (SEKm)       | 1,728             |
| Free float              | 87.2%             |
| Avg. daily vol. ('000)  | 13                |
| BBG                     | BORG SS           |
| Fiscal year end         | December          |
| Share price as of (CET) | 13 Nov 2025 17:29 |

## Key figures (SEK)

|                     | 2024  | 2025e | 2026e | 2027e |
|---------------------|-------|-------|-------|-------|
| Sales (m)           | 990   | 1,038 | 1,101 | 1,156 |
| EBITDA (m)          | 134   | 142   | 167   | 179   |
| EBIT (m)            | 102   | 111   | 135   | 148   |
| EPS                 | 2.89  | 3.61  | 4.13  | 4.50  |
| EPS adj.            | 2.89  | 3.61  | 4.13  | 4.50  |
| DPS                 | 3.00  | 3.20  | 3.30  | 3.30  |
| Sales growth Y/Y    | 13%   | 5%    | 6%    | 5%    |
| EPS adj. growth Y/Y | -4%   | 25%   | 14%   | 9%    |
| EBIT margin         | 10.3% | 10.7% | 12.3% | 12.8% |
| P/E adj.            | 23.7  | 18.9  | 16.6  | 15.2  |
| EV/EBIT             | 13.0  | 15.6  | 12.5  | 11.2  |
| EV/EBITA            | 13.0  | 15.6  | 12.5  | 11.2  |
| EV/EBITDA           | 9.9   | 12.2  | 10.1  | 9.3   |
| P/BV                | 4.9   | 4.7   | 4.5   | 4.1   |
| Dividend yield      | 4.4%  | 4.7%  | 4.8%  | 4.8%  |
| FCF yield           | 2.5%  | 4.6%  | 5.8%  | 5.4%  |
| Equity/Total Assets | 49.7% | 52.3% | 54.7% | 56.4% |
| ROCE                | 23.5% | 28.5% | 32.4% | 34.8% |
| ROE adj.            | 20.7% | 25.4% | 27.8% | 28.3% |
| Net IB debt/EBITDA  | 0.2   | 0.1   | -0.2  | -0.3  |

## Share price – 5-year



High/Low (12M) SEK68.4/46.8

| Perf. | 3M    | 6M    | 12M   | YTD   |
|-------|-------|-------|-------|-------|
| Abs.  | 17.12 | 14.00 | 12.44 | 32.53 |
| Rel.  | 11.66 | 7.26  | 5.22  | 24.48 |

Source: DNB Carnegie (estimates), FactSet, Infront &amp; company data

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## Deviation

| Company name<br>(SEKm, ex p share) | Last four quarters |      |      |      | Q3(25e) |      |       | Dev (%) |       | Full year est. |       |       |
|------------------------------------|--------------------|------|------|------|---------|------|-------|---------|-------|----------------|-------|-------|
|                                    | 3Q24               | 4Q24 | 1Q25 | 1Q25 | Actual  | DCAR | Cons. | DCAR    | Cons. | 2025e          | 2026e | 2027e |
| Operating revenues                 | 285                | 235  | 280  | 226  | 300     | 291  |       | 3%      |       | 1,038          | 1,101 | 1,156 |
| <i>Growth</i>                      | 9%                 | 19%  | 9%   | 6%   | 5%      | 2%   |       |         |       | 5%             | 6%    | 5%    |
| <i>Organic growth</i>              | 10%                | 19%  | 10%  | 10%  | 7%      | 5%   |       |         |       | 8%             | 6%    | 5%    |
| <i>Currency</i>                    | -2%                | 0%   | -1%  | -4%  | -2%     | -3%  |       |         |       | -3%            | 0%    | 0%    |
| Gross profit                       | 148                | 125  | 140  | 114  | 158     | 156  |       | 1%      |       | 541            | 591   | 636   |
| <i>Gross margin</i>                | 52%                | 53%  | 50%  | 51%  | 53%     | 54%  |       |         |       | 52%            | 54%   | 55%   |
| EBITDA                             | 50                 | 25   | 42   | 18   | 52      | 54   |       | -2%     |       | 142            | 167   | 179   |
| <i>EBITDA margin</i>               | 18%                | 11%  | 15%  | 8%   | 17%     | 18%  |       |         |       | 14%            | 15%   | 15%   |
| D&A                                | -8                 | -8   | -8   | -7   | -7      | -8   |       |         |       | -31            | -32   | -31   |
| EBIT                               | 42                 | 17   | 34   | 11   | 45      | 46   |       | -1%     |       | 111            | 135   | 148   |
| <i>EBIT margin</i>                 | 15%                | 7%   | 12%  | 5%   | 15%     | 16%  |       |         |       | 11%            | 12%   | 13%   |
| Net interest                       | 2                  | 0    | -1   | -1   | -1      | -1   |       |         |       | -3             | -3    | -3    |
| Other financial items              | 0                  | 0    | 13   | -4   | 0       | 0    |       |         |       | 8              | -1    | -1    |
| Net financial items                | 2                  | -7   | 12   | -6   | 0       | -1   |       |         |       | 4              | -4    | -5    |
| Pre tax profit                     | 44                 | 10   | 46   | 5    | 46      | 44   |       | 3%      |       | 115            | 132   | 143   |
| Tax                                | -9                 | 0    | -10  | -1   | -9      | -9   |       |         |       | -24            | -28   | -30   |
| Minorities                         | 0                  | 0    | 0    | 0    | 0       | 0    |       |         |       | 0              | 0     | 0     |
| Net profit                         | 35                 | 10   | 36   | 4    | 37      | 35   |       | 6%      |       | 91             | 104   | 113   |
| EPS                                | 1.39               | 0.40 | 1.43 | 0.16 | 1.47    | 1.39 |       | 6%      |       | 3.61           | 4.13  | 4.50  |
| EPS (adj)                          | 1.39               | 0.40 | 1.43 | 0.16 | 1.47    | 1.39 |       | 6%      |       | 3.61           | 4.13  | 4.50  |
| DPS                                |                    |      |      |      |         |      |       |         |       | 3.20           | 3.30  | 3.30  |
| NIBD                               | 185                | 50   | 155  | 111  | 156     | 152  |       |         |       | 21             | -18   | -48   |
| <b>Segments</b>                    |                    |      |      |      |         |      |       |         |       |                |       |       |
| <b>Revenue (SEKm)</b>              |                    |      |      |      |         |      |       |         |       |                |       |       |
| Wholesale                          | 197                | 149  | 211  | 148  | 218     | 208  |       | 5%      |       | 723            | 765   | 804   |
| <i>Growth</i>                      | 5%                 | 28%  | 11%  | 9%   | 10%     | 5%   |       |         |       | 8%             | 6%    | 5%    |
| E-tailers                          | 70                 | 55   | 63   | 45   | 71      | 74   |       | -5%     |       | 240            | 253   | 266   |
| <i>Growth</i>                      | 21%                | 16%  | -6%  | -4%  | 1%      | 6%   |       |         |       | 1%             | 6%    | 5%    |
| Other wholesale                    | 127                | 94   | 148  | 103  | 147     | 134  |       | 10%     |       | 483            | 512   | 538   |
| <i>Growth</i>                      | -2%                | 36%  | 20%  | 16%  | 16%     | 5%   |       |         |       | 12%            | 6%    | 5%    |
| Consumer direct                    | 78                 | 78   | 70   | 75   | 76      | 74   |       | 2%      |       | 295            | 308   | 324   |
| <i>Growth</i>                      | 16%                | 5%   | 13%  | 7%   | -3%     | -5%  |       |         |       | 2%             | 5%    | 5%    |
| Own stores                         | 29                 | 28   | 19   | 24   | 24      | 19   |       | 26%     |       | 80             | 78    | 82    |
| <i>Growth</i>                      | -5%                | -2%  | -12% | -20% | -16%    | 3%   |       |         |       | -25%           | -2%   | 5%    |
| Own online                         | 49                 | 50   | 51   | 52   | 52      | 55   |       | -6%     |       | 215            | 230   | 241   |
| <i>Growth</i>                      | 32%                | 10%  | 26%  | 26%  | 5%      | 11%  |       |         |       | 19%            | 7%    | 5%    |
| Distributors                       | 14                 | 14   | 7    | 13   | 9       | 14   |       | -37%    |       | 48             | 50    | 51    |
| <i>Growth</i>                      | 31%                | 13%  | -21% | -11% | -36%    | 2%   |       |         |       | 0%             | 3%    | 3%    |
| Licence                            | 0                  | 0    | 0    | 0    | 0       | 0    |       | 0%      |       | 1              | 1     | 1     |
| <i>Growth</i>                      | -88%               | -50% | -81% | 37%  | 4%      | 4%   |       |         |       | -47%           | 4%    | 4%    |

Source: DNB Carnegie (estimates) &amp; company

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