

BRAND COMMUNICATION GUIDELINES

APPLICABLE TO ALL BRAND COMMUNICATION BY OFFICIAL BJÖRN BORG CHANNEL PARTNERS

DEFINITIONS

Björn Borg means Björn Borg AB (publ), or, as may be relevant, another company of its corporate group.

BSS means the online Björn Borg Brand Service System.

Official Channel Partner means a party authorized to sell, market and distribute products under the Trademark, under a right from Björn Borg or a Third Party Partner.

Third Party Partner means a third party, normally a licensee or a distributor, with a right, under a contract from Björn Borg, to grant distribution and/or reseller rights for Björn Borg branded products

The Trademark means the trademark(s), including names (and including variants of Björn Borg, such as Bjorn Borg) and logotypes, used by Björn Borg from time to time in marketing and selling Björn Borg branded products.

MARKETING MATERIAL AND CAMPAIGNS

In all brand communication under the Trademark and marketing of Björn Borg branded products, Official Channel Partners shall solely use the marketing and campaign material made available by Björn Borg, e.g. through the BSS. Any use of any other or modified marketing and campaign material for such communication or marketing must be subject to the express prior consent of an authorized representative of Björn Borg in each case.

All Official Channel Partners must follow any applicable Guidelines for PR, Media Planning/Media Buying and Distribution/Channel Mix communicated by Björn Borg.

All marketing event ideas and sponsorship arrangements linking into the Trademark or Björn Borg branded products shall be subject to the prior express consent of an authorized representative of Björn Borg.

USAGE RIGHTS

Björn Borg marketing material is normally produced for specific campaigns, collections or time periods. All Official Channel Partners must acknowledge that usage rights to marketing and campaign material, such as images/photos, may be limited, including in time, media, format and geography. It is the responsibility of each Official Channel Partner to control applicable usage rights for all material and ensure that all its use of marketing and campaign material is lawful. Information about applicable usage rights can be found in the BSS or is available from Björn Borg. In case of doubt, Björn Borg shall be consulted.

LOGO USE

No other logos may be used for sale and marketing of Björn Borg branded products than the current, official, applicable logos communicated or instructed by Björn Borg from time to time, through the BSS or through other official channel(s) of Björn Borg. Applicable logo use guidelines [\[link\]](#), for sizing etc, shall always be followed.

WEB INTERFACES ETC.

No Official Channel Partner may use or design any web interface in a way that could give a site visitor reason to believe that the web interface is in fact operated by Björn Borg or is otherwise an official site of Björn Borg. Web interfaces shall be designed in compliance with these Brand Communication Guidelines.

No Official Channel Partner may register or use any URL/ domain or e-mail address containing "Björn Borg" or "Bjorn Borg" or any name which is similar thereto (including wilful misspelling thereof), unless the prior written consent from an authorized representative of Björn Borg has been procured in each specific case.

SOCIAL MEDIA

For the avoidance of doubt, all communication in social media channels linking into the Trademark or Björn Borg branded products shall be carried out in compliance with these Brand Communication Guidelines.

No Official Channel Partner may register an account or page on Facebook, Instagram, Tumblr, Twitter or other Social Media containing "Björn Borg" or "Bjorn Borg" or any name which is similar thereto (including wilful misspelling thereof), without the prior express written approval of Björn Borg, nor act or give the impression to officially represent Björn Borg in any Social Media, nor in any other online forum. Any communication by an Official Channel Partner through Björn Borg's official platforms for relevant Social Media, subject to an express consent by Björn Borg, must be co-ordinated with Björn Borg.

GOOGLE ADWORDS

The Trademark is trademarked in Google Adwords. Official Channel Partners must get an express consent from Björn Borg for Google advertising using the Trademark. To be eligible for such consent, the Official Channel Partner must hold a Google Advanced Search Certification. Such consent, if given, is personal and applies with a strict closed keyword policy, excluding third party partners such as affiliate networks. The advertisement or website to which the Google ad directs must be designed in compliance to these Brand Communication guidelines and must be clear in origin of the advertiser (may not give the visitor reason to believe that the advertisement or website is operated by Björn Borg). Official Channel Partners must advertise only through use of text ads and may not display misleading sales and discounts offers in Search Engine Advertising Text ads. Violations to the above may result in revoked immediate access.

BRAND PERCEPTION

Official Channel Partners acknowledge the need to build and maintain a positive brand perception of the Trademark as a premium brand. Due regard to such interests shall be taken in all brand communication, in media mix strategies and in campaign planning and design.

AMENDMENTS

Björn Borg reserves the right to amend these Guidelines at any time, subject to written notice, including in the BSS.

NON-COMPLIANCE WITH THESE GUIDELINES

In case of non-compliance with these Guidelines Channel Partner shall remedy such non-compliance, at its own cost, without undue delay from notice from Björn Borg or somebody on its behalf. Multiple or severe cases of non-compliance with these Guidelines may trigger additional sanctions, including ultimately have implications on the Channel Partner's right to market, sell and distribute products under the Trademark.