

21 May 2021 08:00:00 CEST

## Invitation to presentation of Pierce Group's quarterly report (Q1 2021)

On 26 May 08.00 CET, Pierce Group's report for the first quarter 2021 will be published. At 09.00 CET the same day, CEO Henrik Zadig and CFO Tomas Ljunglöf will hold a webcast and telephone conference in English about the report.

To participate in the telephone conference – please dial in via the numbers below:

SE: +46 8 5664 2695

UK: +44 3333 009 272

US: +1 6467 224 957

The webcast and telephone conference can be followed via the following link:  
<https://tv.streamfabriken.com/pierce-group-q1-2021>

The presentation material will be made available on Pierce Group's website via  
<https://www.piercigroup.com/en/reports-presentations/>

### For further information please contact:

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### About Pierce

Pierce is a leading and fast-growing e-commerce company selling gear, spare parts, accessories and streetwear to riders across all of Europe through the online stores 24MX, XLMOTO and Sledstore via some forty websites adapted to the local markets. Pierce has two major segments targeting two different customer groups, Offroad – sales to motocross and endure riders, and Onroad – sales to riders on paved roads and tracks. Pierce also has a smaller segment, Other, which primarily focuses on sales to snowmobile riders. With a large and unique product assortment, including a number of its own brands, an excellent customer experience and attractive prices, Pierce is changing the motorcycle enthusiast market in Europe. The headquarter is located in Stockholm, Sweden, the central warehouse is located in Szczecin, Poland, and the major portion of the customer support service is located in Barcelona, Spain. The Company has approximately 400 employees.

## Attachments

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