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Chairman of the Board Increases Shareholding in Pierce Group

The Chairman of the Board of Pierce Group AB, Henrik Theilbjørn, has through the company Emmads Invest acquired 25,000 shares in Pierce Group. The shares were acquired on the 12th of May, 2026, at a price of SEK 9.31 per share, corresponding to a total transaction value of SEK 232,900. Following the transaction, Henrik Theilbjørn's total holding amounts to 250,000 shares in the Company.

"After four years as Chairman of the Board of Pierce Group, it is evident that the company has undergone a strong transformation under the leadership of CEO Göran Dahlin and the team. We have created a more scalable and efficient platform for the future – in line with the Pierce 2.0 strategy. As this is being realized, we are now seeing clear effects, including improved profitability and stronger operational momentum. I have gradually increased my ownership in Pierce year by year and remain confident in the company's future and value creation," says Henrik Theilbjørn, Chairman of the Board of Pierce Group.

During recent months, several members of the Company's Board of Directors and management team have increased their shareholdings in Pierce Group. In March, Board member Johannes Gadsbøll completed his first share purchase in the company through the acquisition of 122,048 shares. During March and May, Board member Lottie Saks acquired 43,007 shares in Pierce Group. In addition, a related party to CEO Göran Dahlin acquired 43,000 shares in the company during April.

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About Pierce Group

Pierce Group is the leading European e-commerce company specializing in gear, parts, and accessories for motorcross, motorcycle and snowmobile enthusiasts. Through its e-commerce platforms 24MX, XLMOTO, and Sledstore, the company serves customers in more than 40 European markets. Pierce Group offers a broad and distinctive product assortment, including several own brands such as Raven and Proworks. With a strong focus on customer experience, sales are conducted through locally adapted websites tailored to the needs of on-road, off-road, and snowmobile riders.

Headquartered in Stockholm, Sweden, Pierce Group operates its central warehouse in Szczecin, Poland. The company is listed on Nasdaq Stockholm.

Attachments

[Chairman of the Board Increases Shareholding in Pierce Group](#)