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Management and Board strengthen Commitment through Investments in Warrants and Shares

Pierce Group AB (publ), a leading European e-commerce company in motorcycle and snowmobile parts and accessories, announces that CEO Göran Dahlin has sold 95,158 shares in Pierce Group AB to finance his participation in the company's warrant program. The program, comprising a total of 800,000 warrants, was approved by the Annual General Meeting earlier this year.

Commenting on the transaction, Göran Dahlin CEO:

- I appreciate the confidence shown by shareholders and the Board in approving this warrant program. By participating, I further align my interests with those of our shareholders. I am confident that Pierce Group AB is well positioned to realize its full potential in the coming years.

In addition, members of the Board of Directors have increased their holdings in the company:

- **Henrik Theilbjörn, Chairman of the Board**, has acquired additional 75,000 shares.
- **Thomas Schwarz, Board Member**, has acquired 15,748 shares

These transactions demonstrate the strong confidence of both Management and the Board in the company's long-term growth and development.

For further information, please contact:

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About Pierce Group

Pierce is a leading e-commerce Company that sells motorcycle and snowmobile gear, parts and accessories to riders across Europe. The Company has a unique and wide range of products, which includes several own brands. Sales are conducted through customer focused and locally adapted websites to serve motocross and enduro riders, customers who ride on traffic-filled roads and snowmobile riders. Pierce is a European company with headquarters in Stockholm, a centralised warehouse in Szczecin, where it also has an office with IT, finance and marketing expert teams, and a customer care function in Barcelona.

Attachments

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