

29 July 2022 09:30:00 CEST

Increased number of shares and votes in Pierce Group AB (publ)

As a result of the rights issue resolved upon by the Board of Directors of Pierce Group AB (publ) on 10 May 2022, and subsequently approved by the Extraordinary General Meeting on 3 June 2022, the number of shares and votes in Pierce Group AB (publ) has increased by 39,687,050. As of today, 29 July 2022, the total number of shares and votes in Pierce Group AB (publ) is 79,374,100.

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About Pierce

Pierce is a leading online retailer that sells equipment, spare parts and accessories to motorcyclists through the online stores 24MX, XLMOTO and Sledstore all over Europe, through some forty locally adapted websites. The Company has two major segments, Offroad – sales to motocross and enduro riders, and Onroad – sales to customers who drive on trafficked roads. In addition, Pierce has a smaller segment, Other, which mainly focuses on snowmobiles. With a large and unique product range, including several own brands, an excellent customer experience and attractive prices, Pierce is changing the market for motorcycle enthusiasts in Europe. The head office is located in Stockholm, Sweden, the central warehouse is located in Szczecin, Poland, and the majority of the customer support is located in Barcelona, Spain. The company has approximately 430 employees.

This information is information that Pierce Group AB (publ) is obliged to make public pursuant to the Financial Instruments Trading Act. The information was submitted for publication at 2022-07-29 09:30 CEST.

Attachments

[Increased number of shares and votes in Pierce Group AB \(publ\)](#)