

15 December 2021 16:00:00 CET

Pierce's chairman Ketil Eriksen informs that he is not available for re-election at the 2022 AGM; the Nomination Committee proposes board member Mattias Feiff as successor

Ketil Eriksen, chairman of the board of Pierce Group AB (publ), has today informed the Nomination Committee that he will not be available for re-election at the company's Annual General Meeting in May 2022. The Nomination Committee has decided to propose board member Mattias Feiff as new chairman.

Mattias Feiff has a long-standing commitment to Pierce, is a board member since 2014 and serves as member of the company's Audit Committee and Remuneration Committee. Roles in addition to his board membership in Pierce include co-managing partner at Procuritas, chairman of the board in Werksta Nordic AB and Byens Billeje A/S and board member in Cutters AS.

The Nomination Committee will continue with its work in view of the Annual General Meeting and will present its complete proposal in the notice to the Annual General Meeting. For more information on Ketil Eriksen and Mattias Feiff, see <https://www.piercgroup.com/en/board/>

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About Pierce Group

Pierce is a leading and fast-growing e-commerce company selling gear, parts, accessories and streetwear to riders across all of Europe via some forty websites adapted to local markets. Pierce has two major segments, Offroad – sales to motocross and enduro riders, and Onroad – sales to high road riders. Pierce also has a smaller segment, Other, which primarily focuses on sales to snowmobile riders. With a large and unique product assortment, including several private brands, an excellent customer experience and attractive prices, Pierce is changing the motorcycle enthusiast market in Europe. Headquarters are located in Stockholm, the central warehouse is in Szczecin in Poland, and the major portion of our customer support services is located in Barcelona. The Company has approximately 450 employees.

The information was released for publication, through the agency of the contact person/s set out above, at 16.00 CET on 15 December 2021.

Attachments

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