

09 June 2023 07:16:00 CEST

## Göran Dahlin appointed as CEO of Pierce Group AB (publ)

The Board of Directors has appointed Göran Dahlin as the new CEO of Pierce Group AB (publ), with effect from 12 June 2023. He will replace Willem Vos who has been acting CEO.

The board of directors has appointed Göran Dahlin as the new CEO of Pierce Group AB (publ). Göran brings more than 20 years of managerial experience from product and distribution businesses. He comes most recently from a tenure as CEO of SGDS Gruppen AB, part of the Saint-Gobain Group, a leading distributor of construction material and supplies. Prior to this, Göran held various positions within BAHCO/SNA Europe including Marketing Director.

"We are excited that Göran has decided to join Pierce during challenging times to spearhead our future development with his entrepreneurial mindset and skills within transformation management," said Henrik Theilbjørn, Chair of the board.

Theilbjørn continued: "The Board would like to thank Willem Vos for his contribution during his many years as COO and most recently acting CEO. During this time, with the highest spirit and commitment, Willem has led the initial transformational steps to get Pierce back on track to growth and profitability. We thank Willem for his long-term loyalty and wish him the very best of luck in his future career."

Willem Vos will be available for a hand over to Göran for a short transition period.

### About Pierce Group

---

Pierce is a leading and fast-growing e-commerce company selling gear, parts and accessories 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 street riders. Pierce also has a smaller segment, Other, which primarily focuses on 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, Poland and the majority of our customer support services is located in Barcelona. The Company has approximately 410 employees.

**For further information, please contact:**

---

---

**Henrik Theilbjørn**  
**Chairman of the board, Pierce Group AB (publ)**  
[theilbjorn@emmadsinvest.dk](mailto:theilbjorn@emmadsinvest.dk)

*This information is information that Pierce Group AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person[s] set out above, at 2023-06-09 07:16 CEST.*

#### **Attachments**

---

[Göran Dahlin appointed as CEO of Pierce Group AB \(publ\)](#)