

15 October 2024 10:00:00 CEST

Nomination Committee appointed in Pierce Group AB (publ)

In accordance with a resolution of the Annual General Meeting, the Chair of the Board is tasked with forming a Nomination Committee of three members by convening representatives for the largest shareholders of the company, based on the known numbers of shares and votes as at the end of August 2024.

Following contacts made with the company's shareholders, the following representatives have been appointed:

- Jacob Wiström (Chairman), appointed by Verdane Freya XI Investments AB
- Shu Sheng, appointed by Procuritas Capital Partners V LP
- Eric Thysell, appointed by Investment AB Garnen

In addition, the Chair of the Board is an adjunct member of the Nomination Committee.

The shareholders who have appointed the Nomination Committee members represent approximately 60.95 per cent of the votes and shares in Pierce Group AB.

The tasks of the Nomination Committee, the rules governing how members are appointed and more information about the Annual General Meeting are available on the company's website; www.piercigroup.com.

Shareholders are welcome to submit suggestions and proposals to the Nomination Committee no later than 31 December 2024 via e-mail to ir@piercigroup.com.

The Nomination Committee's proposals will be presented in the notice to the Annual General Meeting 2025 and on the company's website.

For further information, please contact:

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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.

Attachments

[Nomination Committee appointed in Pierce Group AB \(publ\)](#)