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Issue and Repurchase of Series C shares for Performance-based Share Program

Pursuant to the authorization granted by the annual general meeting on 20 May 2025, the board of directors of Pierce Group AB (publ) ("Pierce") has resolved to issue and immediately thereafter repurchase 850,000 series C shares. The shares are issued and repurchased in accordance with the performance-based share program LTI 2025, which was adopted by the annual general meeting on 20 May 2025.

Pursuant to the authorization granted by the annual general meeting on 20 May 2025, the board of directors of Pierce has resolved on a directed issue of 850,000 series C shares to Nordic Issuing AB. The subscription price per share amounts to approximately SEK 0.02, which corresponds to the quota value of the shares. Furthermore, the board of directors has resolved to immediately repurchase all 850,000 series C shares from Nordic Issuing AB at a price corresponding to the subscription price.

The purpose of the issue and the repurchase of series C shares is to ensure delivery of performance shares to senior executives and key employees of Pierce who are participating in LTI 2025 (when the series C shares have been converted to ordinary shares). Allotment of performance shares in LTI 2025 shall take place within 30 days after 20 May 2028.

Pierce holds 1,975,000 series C shares since previously. The series C shares carry one-tenth of a vote per share and do not entitle to dividends.

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About Pierce Group

Pierce Group is the leading European e-commerce company specializing in gear, parts, and accessories for motorcross, motorcycle and snowmobile enthusiasts. Through its e-commerce platforms 24MX, XLMOTO, and Sledstore, the company serves customers in more than 40 European markets. Pierce Group offers a broad and distinctive product assortment, including several own brands such as Raven and Proworks. With a strong focus on customer experience, sales are conducted through locally adapted websites tailored to the needs of on-road, off-road, and snowmobile riders.

Headquartered in Stockholm, Sweden, Pierce Group operates its central warehouse in Szczecin, Poland. The company is listed on Nasdaq Stockholm.

Attachments

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