

04 May 2022 20:45:00 CEST

Invitation to presentation of Pierce Group's quarterly report (Q1 2022)

On 11 May 08.00 CET, Pierce Group's report for the first quarter 2022 will be published. At 09.00 CET the same day, CEO Henrik Zadig and CFO Tomas Ljunglöf will hold a webcast and telephone conference in English about the report.

To participate in the telephone conference – please dial in via the numbers below:

SE: +46 850 558 354

UK: +443 333 009 031

US: +16 319 131 422

The webcast and telephone conference can be followed via the following link:
<https://tv.streamfabriken.com/pierce-group-q1-2022>

The presentation material will be made available on Pierce Group's website via
<https://www.piercigroup.com/en/reports-presentations/>

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The information was submitted for publication, through the agency of the contact persons set out above, at 20.45 CET on 4 May 2022.

About Pierce

Pierce is a leading and fast-growing e-commerce company which, with its online shops, 24MX, XLMOTO and Sledstore, sells gear, parts, accessories and streetwear to riders across all of Europe through some forty locally adapted websites. The Company has two major segments, Offroad – sales to motocross and enduro riders, and Onroad – sales to high road riders. In addition, Pierce 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, Sweden, the central warehouse in Szczecin in Poland, and the major portion of our customer support services are located in Barcelona. The Company has approximately 450 employees.

Attachments

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