

15 February 2022 11:05:00 CET

Invitation to presentation of Pierce Group's year-end report 2021

On 16 February 08.00 CET, Pierce Group's 2021 year-end report 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: +46 850 558 373

UK: +443 333 009 267

US: +16 467 224 902

The webcast and telephone conference can be followed via the link below:

<https://tv.streamfabriken.com/pierce-group-q4-2021>

The presentation material will be made available on Pierce Group's website below:

<https://www.piercegrup.com/en/reports-presentations/>

For further information, please contact:

Henrik Zadig, CEO

Tel: +46 73 146 14 60

Email: henrik.zadig@piercegrup.com

Tomas Ljunglöf, CFO

Tel: +46 73 378 01 54

Email: tomas.ljunglof@piercegrup.com

The information was submitted for publication, through the agency of the contact persons set out above, at 11.05 CET on 15 February 2022.

About Pierce

Pierce is a leading 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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