

02 December 2021 09:15:00 CET

Pierce CEO on sick leave for a limited time

The e-commerce company Pierce's CEO Henrik Zadig is during the period 2 December up to and including 10 January 2021 on sick leave. The board has appointed the company's CFO Tomas Ljunglöf as acting CEO during Zadig's absence, in addition to his regular duties. The company's assessment is that the business will not be affected by this.

For further information, please contact Tomas Ljunglöf, CFO and acting CEO

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About Pierce Group

Pierce is a leading and fast-growing e-commerce company selling gear, parts, accessories and streetwear 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 high road riders. Pierce also 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, the central warehouse is in Szczecin in Poland, and the major portion of our customer support services is located in Barcelona. The Company has approximately 450 employees.

The information was released for publication, through the agency of the contact person/s set out above, at 09.15 CET on 2 December 2021.

Attachments

[Pierce CEO on sick leave for a limited time](#)