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Pierce Group Accelerates European Expansion: Launches Local Sites in 9 Additional Markets

Pierce Group is accelerating its European expansion through the launch of localized websites in nine additional markets. The rollout builds on the successful expansion into four new European markets, as communicated in March 2026, and is in line with the Company's strategy to leverage its upgraded e-commerce platform and logistics infrastructure to efficiently expand its geographic footprint.

"The expansion into nine additional markets demonstrates the scalability of our platform and operating model. Following the successful rollout earlier this year, we continue to execute on our strategy of expanding our European presence, reaching more riders and making our strong own brands and unique assortment available to even more customers," says Göran Dahlin, CEO of Pierce Group.

Pierce Group, Europe's leading e-commerce company in motorcycle, motocross and snowmobile gear, continues to broaden its reach across Europe as part of its strategy to expand its geographic footprint and further strengthen its market positions. Through its online destinations 24MX, XLMOTO and Sledstore, the Company continues to leverage its upgraded e-commerce platform and logistics infrastructure to expand into new markets in a scalable and cost-efficient manner.

The newly launched websites feature localized language, payment methods and delivery options, providing customers with an improved shopping experience while supporting higher conversion rates. The expansion is enabled by Pierce's improved e-commerce platform together with its central logistics hub in Szczecin, Poland, allowing efficient distribution with limited incremental cost and risk.

Following the successful rollout into four new European markets earlier this year, Pierce has identified further opportunities to accelerate its geographic footprint. The nine additional markets strengthen the Company's presence across Central, Eastern and Southern Europe, providing access to new rider communities and supporting long-term growth opportunities.

The additional markets include:

- Croatia
- Cyprus
- Estonia
- Greece



- Hungary
- Latvia
- Lithuania
- Portugal
- Slovakia

“Our ambition is to make Pierce’s offering accessible to riders across Europe. With our scalable technology platform, efficient logistics infrastructure and strong own brands, we are well-positioned to continue expanding into new markets. These launches represent another important step in executing our long-term growth strategy while delivering a more localized shopping experience tailored to the needs of riders in each market,” says Göran Dahlin, CEO of Pierce Group.

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

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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.

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Attachments

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