

SUSTAINABILITY REPORT 2025

Pierce Group AB (publ)

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Questions relating to this report can be directed to sustainability@piercigroup.com.



A word from our CEO

Dear All,

In an increasingly complex global environment shaped by geopolitical developments, changing stakeholder expectations, and growing attention to environmental and social issues, companies must remain attentive to the broader impacts of their activities. At Pierce, we recognize the importance of understanding how sustainability-related factors may influence our business, our partners, and the markets in which we operate.

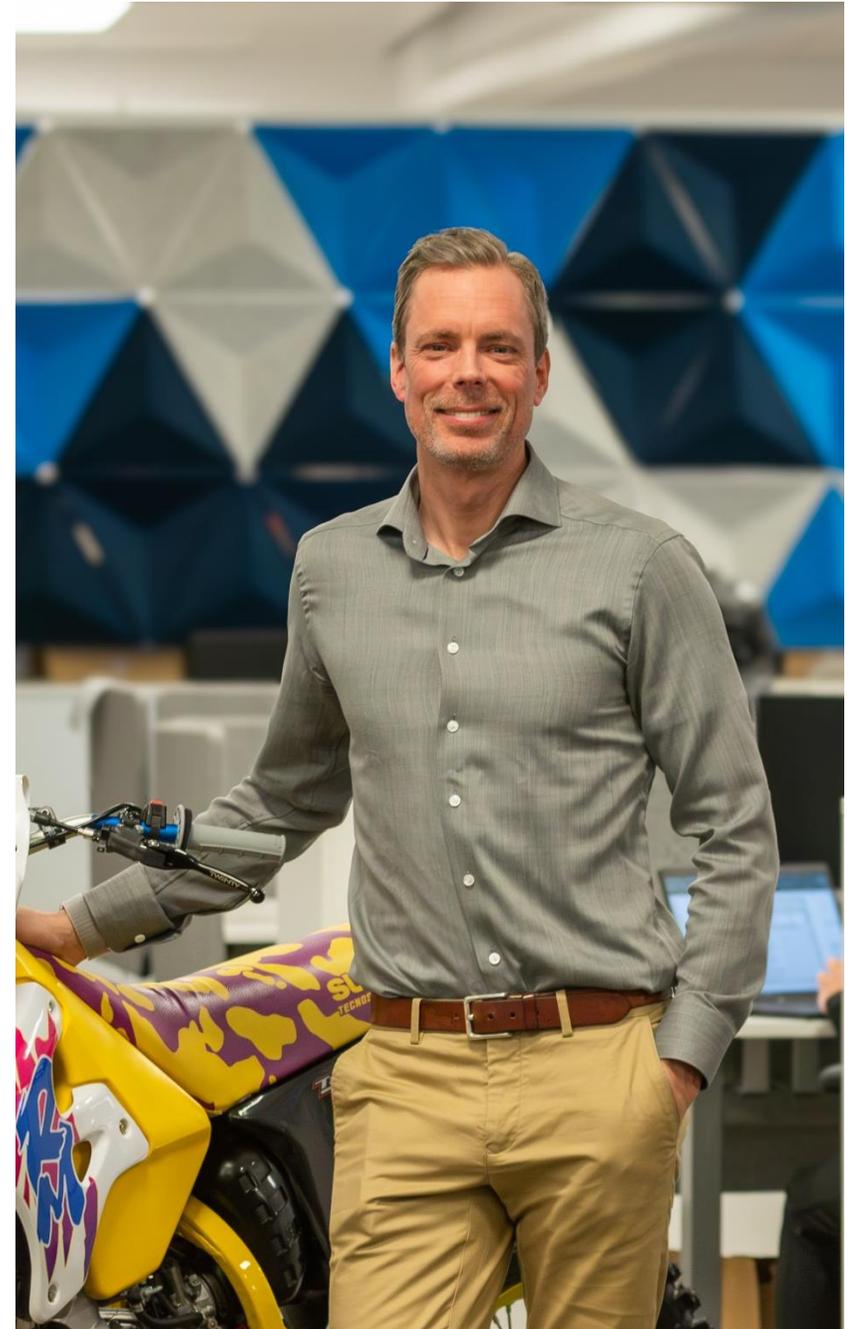
Over the past year, we have continued to monitor relevant environmental, social, and governance topics and consider how they relate to our operations and decision-making. This includes identifying areas where we can contribute responsibly while maintaining a balanced and pragmatic approach to our business priorities.

Sustainability challenges are evolving and often complex. Our approach is therefore focused on staying informed, acting where we can make a meaningful difference, and maintaining transparency toward our stakeholders regarding our progress and priorities.

By remaining attentive to these developments and integrating relevant considerations into our work, we aim to support responsible business practices while continuing to create value for our stakeholders.



Göran Dahlin,
CEO, Pierce Group AB (publ)



General Disclosures

Sustainability statement

This is Pierce Group AB (publ)'s Sustainability Report for financial year 2025 (period 1 January 2025 to 31 December 2025). The report has been prepared on a consolidated basis for Pierce Group companies, including Pierce Group AB (publ), Pierce AB, PDC Logistics Sp. Z o.o. and Pierce ECOM SSC, S.L, and has the same scope as the financial statements. The Sustainability Report centres on Pierce's most significant topics determined through our materiality assessment on both own operations as well as upstream and downstream value chain. It encompasses disclosures related to our materiality topics and is structured according to an Environmental, Social and Governance lens.

The Sustainability Report has been prepared in accordance with the Swedish Annual Accounts Act and in reference to the Global Reporting Initiative (GRI) Standards 2021. It is rendered as a separate report from the Annual Report. Please see the Company's Annual Report for financial information and corporate governance published on website www.piercigroup.com.

This Sustainability Report was not subject to third-party review; however, an Auditors' statement concerning the Sustainability Report has been prepared in accordance with the Swedish Annual Accounts Act. The Group and this Sustainability Report are not obliged to report with regards to the EU Taxonomy regulation in financial year 2025.

Management approach

The Board of Directors is ultimately responsible for overseeing Pierce's integration and adherence of corporate sustainability. Decisions on sustainability strategy and long-term ambition are taken within the management team, including targets and KPIs for defined topics and goals. The sustainability strategy is managed by a coordinating function chaired by the CFO and Financial Controller, in close cooperation with the leaders of each function, i.e. the Executive Management team, to align sustainable initiatives with the business strategy within each function.

Guidance and information on sustainability-related matters are shared by the CFO to the Board of Directors and Executive Management team on a regular basis. We distribute our administrative, management, and supervisory bodies into two groups: The Board of Directors and the Executive Management team. The latter works as an administrative and management body and will play a crucial role of risk monitoring and internal control processes and system in relation to sustainability reporting.

For further information about the executive and non-executive members, see the Company's Annual Report published on www.piercigroup.com.

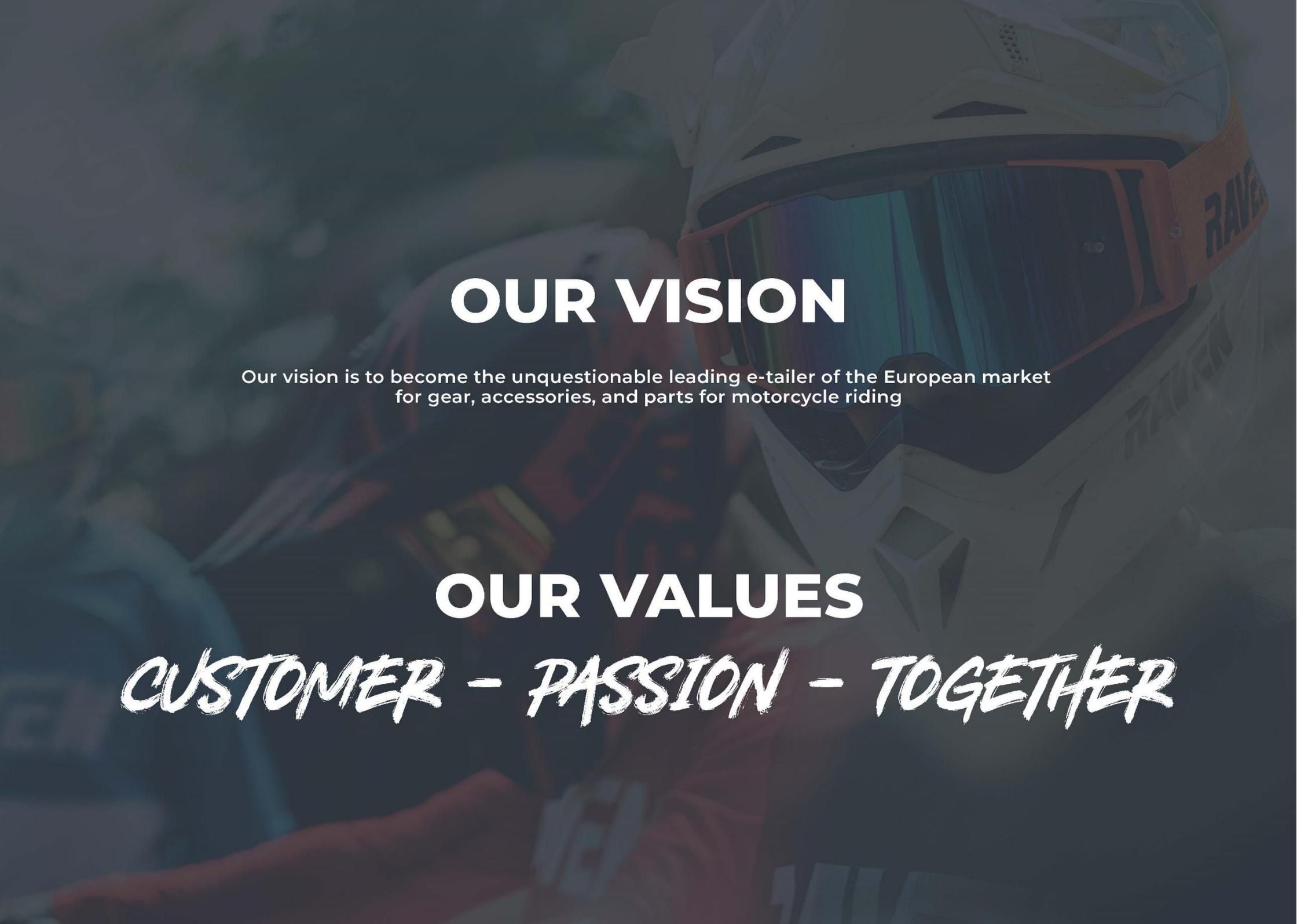
Our strategy and business model

Strategy

Pierce is a leading e-commerce company that sells motorcycle and snowmobile gear, parts and accessories to riders across Europe. The company has a unique and wide range of products, which includes a significant range of own brands, previously called private brands. Sales are conducted through locally adapted websites that are divided in three categories: Offroad, Onroad, and Other. Offroad targets motocross and enduro riders through the website 24MX while Onroad targets customers who ride on traffic-filled roads through the website XLMOTO. The Other category primarily targets snowmobile riders through the website Sledstore.

Corporate sustainability is inherent to our business model and daily management approach. It constitutes a dynamic process in which we aim to meet the long-term expectations of our owners, customers, employees, partners, and broader society regarding the topics that are most relevant to our business. As such it acts as a filter in our operations, introducing an Environmental, Social and Governance lens to our activities. We conduct operations to achieve long-term profitability and are taking several structural measures to grow our business in a scalable way.





OUR VISION

Our vision is to become the unquestionable leading e-tailer of the European market for gear, accessories, and parts for motorcycle riding

OUR VALUES

CUSTOMER - PASSION - TOGETHER

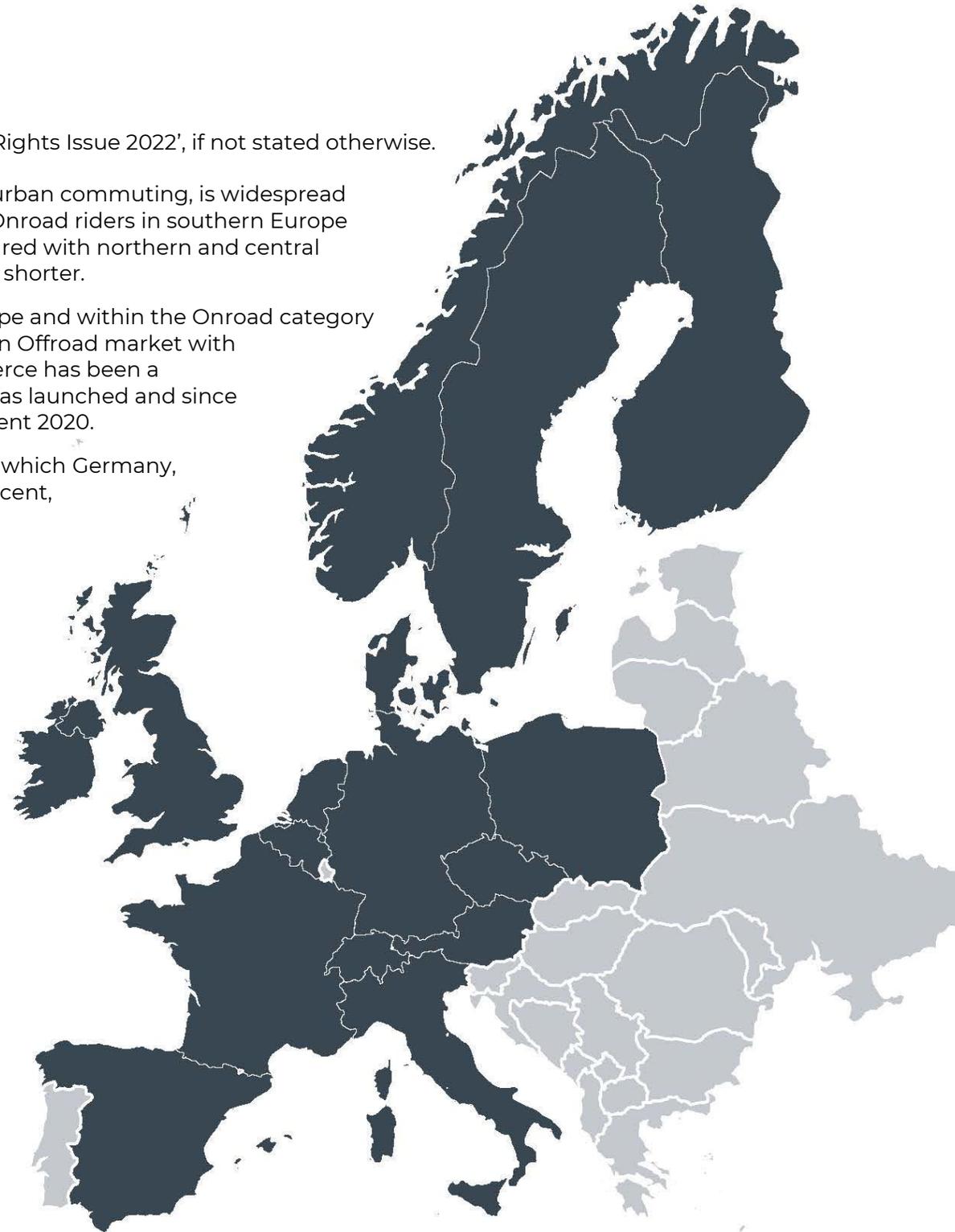
Geographical market

Market data has been captured from the 'Pierce Group AB prospectus, Rights Issue 2022', if not stated otherwise.

Motorcycle riding, including riding in competitions, for pleasure and in urban commuting, is widespread in all of Europe, and is characterised by clear geographical differences. Onroad riders in southern Europe see motorcycle riding, to a greater degree, as a form of transport compared with northern and central Europe where it is seen to be more of a leisure activity and the season is shorter.

Pierce has a strong market position within the Offroad category in Europe and within the Onroad category in the Nordics. The Company is the online market leader in the European Offroad market with an estimated online market share of approximately 28 percent 2020. Pierce has been a challenger in the European Onroad market since 2017 when XLMOTO was launched and since that time has secured an online market share in Europe of about 3 percent 2020.

Outside the Nordics, Pierce sells mainly into other European markets of which Germany, France and Poland are the largest representing about 14 percent, 10 percent, and 6 percent of the total European market respectively¹.



¹ Pierce Annual Report 2025, page 40

Market categories

Pierce's customer offering is primarily focused on the European market for motorcycle gear, parts, and accessories. When comparing to similar industries, the market is still in a relatively early phase in the shift from traditional, physical shops to online shops. The market is divided into the categories Offroad and Onroad that will both see a shift towards more online shopping.

Online shopping for motorcycle riders offers better accessibility, a larger product offering and comfort. It is often difficult to find products in physical shops due to the very wide range of model-specific accessories or parts, particularly within the Offroad category. As a result, small physical shops, which comprise the majority of the market, cannot offer a similar competitive assortment, not least as regards parts, as the assortment that can be offered by online retailers.

Onroad is the largest market category with approximately 89 percent of the market while the Offroad category accounts for about 11 percent.¹

Offering

The Company's product assortment ranges from Pierce's strong own brands to attractive external brands and all of Pierce's stores carry a relevant assortment of own and external brands. The Company carries products from external brands and own brands (previously called private brands). The latter one is including our three store brands. In 2025, the brand revenue split² were 62 percent external brands and 38 percent own brands.

The three store brands, products that are branded 24MX, XLMOTO or Sledstore, and eight own brands, is comprised of its own line of products and is available at one or more of the Company's stores. A decision was taken in 2023 to remove some own brands and merge products into the remaining brands. The Company's offering is largely the same in all the markets in which it operates, and it offers more than 150,000 different stock keeping units ("SKUs")³.

Pierce offers its customers:

- A broad and relevant product offering
- Competitive prices and attractive campaigns
- A competitive user experience – entirely locally adapted websites, its own developed tool, Fit-My-Bike, which helps customers find the right parts,
- Efficient deliveries, as well as a strong and engaged online community, with approx. 1.7 million followers in the social media.

¹ Market data has been captured from the 'Pierce Group AB prospectus, Rights Issue 2022', if not stated otherwise.

² Net revenue, freight income and other fees.

³ Products that are not suitable for air freight, such as aerosols, and very bulky products and certain products that are subject to specific national regulatory requirements, are not offered to all markets.

Stakeholder engagement

Within the ever-evolving realm of corporate sustainability management, stakeholders assume a crucial role in steering companies toward responsible and sustainable practices. Representing a spectrum of interests and perspectives, stakeholders provide invaluable insights. They bring to the forefront the voices of customers advocating for eco-friendly products, investors dedicated to financing ethically sound ventures, and employees aspiring to work in environments that champion social and environmental causes. These diverse voices act as beacons, influencing the direction of the corporate ship, determining the paramount sustainability goals, and identifying which initiatives should take centre stage.

Enabler Impact	Direct Impact	Indirect Impact
Investors	Employees	Governments, incl. Ombudsman
Suppliers	Customers	Media
Communities	Consumers	NGOs

Pierce Group has opted for a survey-based approach to engage with its key internal (employees) and external stakeholders (customers). Utilizing a stakeholder survey offers numerous advantages for fostering engagement. Primarily, it provides a scalable and structured method for gathering valuable input from a large and diverse audience, serving as a valuable tool in comprehending opinions and identifying priorities crucial for internal decision-making processes. Surveys, with their standardized questions, not only ensure consistency in data collection but also facilitate the comparison of responses over time and across various stakeholder groups. Furthermore, the anonymity provided by surveys encourages respondents to provide honest and candid feedback. The narrative of this approach is underpinned by the principles of accountability and transparency. Companies that embrace stakeholder engagement demonstrate a steadfast commitment to ethical business conduct by opening their doors to valuable insights and perspectives.

In 2023, Pierce conducted an internal and external sustainability survey. The external survey was posted in 12 different languages on our local sites for 24MX and XLMOTO. The internal survey served as a crucial and dynamic instrument, gauging the awareness, enthusiasm, and collective consciousness of Pierce Group employees concerning sustainability. Beyond being a simple evaluation, the survey was intentionally designed to operate as a mechanism for employee engagement. It served as a platform for every team member to contribute unique insights and ideas, actively involving employees in the collaborative process of shaping the company's sustainable future. In total, 57 responses were received.

Material methodology and assessment

We have evaluated and improved our material assessment methodology based on the new directive, redefined our sustainability material topics framework by taking important steps in the process of identifying and assess our material impacts, risks and opportunities. Our sustainability matters are based on a materiality assessment to evaluate the impact of sustainability on our business and the reciprocal influence of our business on sustainability.

Our process include:

1. Review of competitive landscape with primarily focus on online retail,
2. Review of trends within our industry,
3. Internal sustainability SWOT analysis with function leaders and key employees,
4. Internal and external stakeholder surveys,
5. Identify value chain ESG risks, opportunities, and impacts, and
6. Identify sustainability-related topics and sub-topics.

Pierce's goal is to align the development of all Environmental, Social, and Governance (ESG) related policies, actions, metrics, and targets and the identified materiality topics that Pierce has recognised.

Based on the materiality assessment, we have identified 7 prioritised material topics:

ESG matters	Prioritised material topic	Prioritised material sub-topics
Environment	Climate Change	Carbon Footprint, Energy
Environment	Resource Use and Circular Economy	Product inflows and outflows
Social	Own workforce	Employee engagement, Diversity and Inclusion, Health and Safety
Social	Workers in Value Chain	Due Diligence, Supplier Relationship Management
Social	Consumers and End-users	Consumer health and safety
Governance	Business conduct	Policies, Data protection and information security, Misconduct and sanctions

Carbon footprint

Scope	Category	2024 (ton CO2)	Share of total	2025 (ton CO2)	Share of total
Scope 1	Fuel & Vehicles	2,189	2%	2,823	2%
Scope 2	Energy	821	1%	878	1%
Scope 3	Upstream transportation & distribution	19,470	19%	20,270	16%
	Downstream transportation & distribution	41,249	40%	51,687	42%
	Business travel	2,242	2%	695	1%
	Purchased goods	36,343	35%	47,428	38%
	Fuel- and energy-related activities	483	0%	595	0%
		102,798	100%	124,377	100%

We have calculated our scope 1, 2 and 3 emissions in accordance with the GHG Protocol standard.

- Scope 1: Direct emissions from our company vehicles (calculated by estimated km driven) and heating, natural gas, (fuel-based method used) in the distribution warehouse.
- Scope 2: Indirect emissions of purchased electricity, residual mix, through operating lease for our three offices in Stockholm, Barcelona and Szczecin, and the distribution warehouse (location-based method used).
- Scope 3: Indirect emissions from transportation, business travel and purchased goods has been calculated using expenses (spend-based method used) of which freight transport to customers constitutes the largest of item. All entities are included in the scope.

Logistics

Pierce's distribution warehouse (PDC) is strategically located in Szczecin, Poland, close or with easy access to seaports, key suppliers, and distributors. This location is deemed optimal for facilitating inbound and outbound distribution throughout the entirety of the European market, ensuring short lead times for collection of procured goods. The transportation of goods occurs between PDC and various locations across Europe multiple times each week. Rigorous monitoring of lead times is undertaken per market, with a commitment to identifying and capitalizing on improvement opportunities. Continuous enhancement of lead-time optimization is pursued for each local market, achieved through the refinement of the transportation framework and the calibration of the balance between in-stock, cross-docking, and drop shipment orders. Cross-dock eliminates storage in the supply chain by unloading products from incoming transport, sorting them, and promptly reloading them for outbound distribution to the customer. Drop shipment fulfils orders without the need for stocked products; the sales order is forwarded to a third-party supplier who ships the order directly to the customer.

Efficient outbound logistics, facilitated by local partnerships, facilitates fast deliveries at cost-effective rates. The local logistics partners facilitate the direct transportation of parcels from PDC to the designated postal systems of respective countries, incorporating customized solutions. This method effectively bypasses the costs associated with European sorting hubs, optimizing both outbound and inbound logistics for cross-dock orders and returns. This ensures the efficient utilization of trucks throughout their journeys.

PDC is 37,000 square meters big, has a capacity of 18,000 orders per day. We manage a small part of the articles in PDC, and the remaining are through cross-dock and to a minor extent drop shipment. Given that Pierce has an inbound structure of stock items that allows both for cross-dock and drop-shipment, transportation and delay lead times are minimized.

Inbound transportation emissions increased approximately 4 percent compared to the previous year. The increase was to a large extent driven by higher freight costs due to global supply chain challenges as well as

increase purchasing volumes, which is affecting the result significantly as the calculation is spend-based.

The total emission of downstream transportation was 51,687 tonnes CO₂, and divided by total number of orders 1,651,635 it equalled 31 kg CO₂ per order which is in line with previous year of 27 kg CO₂ per order.

For our road delivery, our entire partner logistics network is running under the EURO6 regulation. This action contributes to decreased pollution and health issues by reducing emissions of carbon monoxide, hydrocarbons, nitrogen oxide and particle matter to the atmosphere. For the sea shipping of our own brand products, we are working with large and

reputable logistic partners that follow stipulated emissions rules of the International Maritime Organization.

Energy

Our direct operations (excluding transport) are almost exclusively powered by electricity. Only gas for heating is used in the Warehouse distribution. Our offices in Sweden and Spain procure electricity that is partly generated from renewable energy sources; unfortunately, this option is not yet available in Poland. Most of our lighting in the Warehouse and PDC office has been changed to LED, which is reducing our energy consumption and emissions.

Resource Use and Circular Economy

Our overarching goal is to minimize our environmental impact by incorporating sustainable and reusable materials. We see that we have the greatest potential to influence our own brand suppliers on the kind of materials used for manufacturing and packaging of the products. However, we have yet to formulate an all-encompassing approach with regards to material, which is something that will be prioritised in the years to come. With regards to the external brands, we are reliant on how they are working to reduce their environmental impact, and Pierce is determined to seek ways of positively influencing the material choices of external brands.

Materials

Our commitment to a sustainable product offering centres on prioritizing quality and safety. We aim to instil confidence in our customers regarding the excellence and safety of our products. Collaborating closely with suppliers and enforcing strict production and traceability standards ensures compliance with safety and chemical content regulations. Pierce's compliant with several regulations, such as e.g. CE, ECE2206 and REACH.

Our marketing communication adheres to ethical standards, avoiding deceptive messages and ensuring transparency. We prohibit inappropriate or offensive content. Marketing planners, overseen by a dedicated management team member, follow established practices. Our brand strategy, covering images, tonality, model choice, retouching, and social media, aligns with regulations and guidelines on marketing and labeling.

In 2025, no products were recalled.

Packaging

We address the area of plastic pollution on land and sea, and set the standard of packaging we want to achieve in the upcoming years with two environmental objectives:

- Reduce the space of packaging and use intelligent design to make transport and storage of loose items easier; more standardized sizing allows items to stack better and can even help in inventory (stock-take) as well as picking.
- Reduce the environmental impact of products produced using fossil fuels (plastics) and produce packaging that is either biodegradable or that can be repurposed, such as paper and cardboard.

Own workforce

Employee engagement and development

To measure employee engagement and satisfaction within the workplace, we have an engagement survey including an Employee Net Promoter Score (eNPS) that is sent out to all employees within the Group. The survey is sent out once a year. When the survey's results have been compiled, the employees are divided into smaller focus groups to identify key themes, concerns, and potential areas for improvement, and to collaborate on a detailed action plan for identified areas for improvements and capitalize on strengths.

Pierce's Human Resources (HR) policies are based on the Group's values, strategy, and the Group Code of Conduct, and in addition each country has detailed HR policies supporting the growth and wellbeing of local personnel.

In Spain, aligned with the Spanish law, the Pierce Ecom has a collective bargaining agreement for all employees. For workers in Sweden and Poland, Pierce follows local regulations and endeavour to mirror benefit structures that are found in different collective bargaining agreements where applicable.

Furthermore, we've elevated our support for team members seeking to obtain their motorcycle licenses by covering the full cost, making it easier for them to pursue this passion.

Social projects

PDC cooperates with a local non-profit organization and supports people with disabilities and offer them to work in PDC. This involves a special onboarding training program for employees with autism and sign language training for teams that have deaf employees. Additionally, we continue using the Migam Interpreter in PDC installed during 2021 with good results. It is a service which enables instant video access to a sign language interpreter via a Web browser, mobile application, or any device equipped with a camera and Internet access.

Besides the initiative with non-profit organizations, PDC has continued with long-term partnership collaboration with several local secondary

schools in the Szczecin area to provide valuable and free in-house practical training for students. This collaboration helps students gain valuable experience and expertise.

Diversity and inclusion

We consider a diverse workforce as an asset, enhancing innovation, customer adaptation, and our competitive edge. We advocate equal opportunities regardless of race, ethnic background, religion, nationality, gender, sexual orientation, age and mental or physical disabilities and are actively promoting diversity across our organization. With employees from about **20 nationalities**, progress has been made towards achieving a more balanced gender ratio. Language-wise, English is the corporate language, but we acknowledge language proficiency differences.

Health and safety

Ensuring employee safety is our priority. For that reason, we ensure proper and well-managed working conditions for all our employees, including appropriate health and safety standards.

We systematically evaluate and manage risks in the workplace, with established routines for incident reporting.

Per 31 December, unless stated otherwise	2025				2024				
	Sweden	Spain	Poland	Total	Sweden	Spain	Poland	Total	
Total number of employees	59	36	194	289	72	55	204	331	
Total number of non-employees	13	-	10	23	12	-	9	21	
Total number employees, female	24	14	101	139	29	26	111	166	50%
Total number employees, male	35	22	93	150	43	29	93	165	50%
Total number employees	59	36	194	289	72	55	204	331	
Total number temporary employees, female	2	-	68	70	44%	2	-	116	51%
Total number temporary employees, male	-	-	90	90	56%	1	-	113	49%
Total number temporary employees	2	-	158	160	3	-	229	232	
Total number employees hired, female	12	-	27	39	49%	5	5	12	40%
Total number employees hired, male	8	-	33	41	51%	10	10	13	60%
Total number employees hired	20	-	60	80	15	15	25	55	
Total number employees that took parental leave, female	9	-	11	20	71%	15	-	8	68%
Total number employees that took parental leave, male	8	-	-	8	29%	9	-	2	32%
Total number employees that took parental leave	17	-	11	28	24	-	10	34	
Total number Board of Directors, female	1	-	-	1	17%	1	-	1	20%
Total number Board of Directors, male	5	-	-	5	83%	4	-	4	80%
Total number Board of Directors	6	-	-	6	5	-	-	5	
Total number within the Management team, female	1	1	-	2	33%	2	1	3	38%
Total number within the Management team, male	3	-	1	4	67%	4	-	5	63%
Total number within the Management team	4	1	1	6	6	1	1	8	
Employees in age group <30	9	3	47	59	20%	8	6	64	19%
Employees in age group 30-50	44	27	117	188	65%	56	43	126	68%
Employees in age group >50	6	6	30	42	15%	8	6	28	13%
Total number employees	59	36	194	289	72	55	204	331	
Board of Directors in age group <30	-	-	-	-	-	-	-	-	-
Board of Directors in age group 30-50	2	-	-	2	2	-	-	2	2
Board of Directors in age group >50	4	-	-	4	3	-	-	3	3
Total Board of Directors	6	-	-	6	5	-	-	5	
Employees within the Management team in age group <30	-	-	-	-	-	-	-	-	-
Employees within the Management team in age group 30-50	2	1	1	4	4	1	1	6	6
Employees within the Management team in age group >50	2	-	-	2	2	-	-	2	2
Total Employees within the Management team	6	-	1	6	6	1	1	8	
New hired in age group <30	7	-	26	33	3	1	11	15	15
New hired in age group 30-50	11	-	30	41	12	12	11	35	35
New hired in age group >50	2	-	4	6	-	2	3	5	5
Total number of new hired employees in current year	20	-	60	80	15	15	25	55	
Total number of employees who left work	31	18	67	116	29	19	54	102	
Number of work-related accidents	1	-	2	3	-	2	2	4	

All the employees reported in table above are people employed under employment contract per 31 December except the non-employees, new hired employees, employees who left work and number of accidents that are provided by headcount from the period 1 January to 31 December. For definitions, see below:

- The non-employees consist of consultants and B2B mainly working within the IT function.
- The gender category "Other" or "gender as specified by the employee themselves" will be recorded as zero unless the employee voluntarily specifies it.
- The employees that took parental leave covers both short-term and long-term parental leave. The percentage calculation is based on the assumption that all employees are entitled to family-related leaves.
- The Management team is presented in the chapter Management approach above.
- The number of accidents represents number of work-related injuries and accidents that has been reported.

Consumers and End-users

Pierce relies on the quality of its service offering and the products offered to our consumers and end-users. A key competitive advantage of Pierce's product offering is the Fit-My-Bike tool; a proprietary web tool developed through manual data processing for over 10 years. The Fit-My-Bike tool allows customers to enter the make, model and year of their bike and presents them with parts that will fit their specific bike. This grants customers the freedom to explore a wide range of parts, knowing that the selected parts will be compatible with their bike, while also helping to minimise returns by ensuring that customers get the right products for their bike.

The environmental trend is driving an interest for electric motorbikes, especially within the Offroad category. The interest is driven by the lower noise levels and lower (local) environmental impact of electric bikes compared to petrol-fuelled bikes, which limits the accessibility to racetracks today. With their low noise and low emissions, electric motorbikes are expected to positively impact Offroad motorsport and justify more riding and activity. While the interest for electric motorbikes has increased, we've yet to see a breakthrough for the new technology. Currently, there is a limited availability of electric bikes within the Offroad segment. However, Pierce believes that over the medium to long-term, a growing number of electric bikes may result in a shift in demand from products needed for petrol engines, such as oils and lubricants, towards batteries and cables needed for electric engines. Pierce believes that these products can be added to its assortment and that the trend towards electric bikes may have a positive impact for the business and the environment.

Consumer health and safety

Pierce is responsible for the safety of the products it sells, ensuring that they do not pose a risk to customers' health or property. The company's Offering function ensures that products comply with regulatory requirements. External brand products are tested by the manufacturers and importers, and Pierce requires testing on its own brand products, through e.g., regular sampling and risk analysis. Testing ensures that the products fulfil all quality and regulatory requirements (including safety). The quality assurance function also includes product information, technical and mounting specifications and relevant product description and pictures. Find more information about how Pierce ensures compliance with safety, labelling, and chemical in chapter Resource inflows and outflows.

Bikes save lives – Pierce and The Eezer Initiative partner up

For several years, Pierce has collaborated with the Eezer initiative, which develops and implements motorcycle ambulances for pregnant women in East Africa. The work is relatively new, but already, we can see that Pierce has been involved in contributing to, for example, 30,000+ pregnancy-related transports in Burundi during 2021-2024. A total of 80+ vehicles have been built and deployed in Tanzania, Kenya, Chad, and Burundi. This effort aligns with the United Nations Sustainable Development Goal 3.1, aiming to reduce maternal mortality to fewer than 70 per 100,000 live births. In Burundi, this figure currently stands at approximately 740. Access to safe and affordable transportation is a significant part of the problem, and Pierce wants to be involved in contributing to a long-term solution.

In 2024, we took significant steps to strengthen this partnership, sending a team to Kenya for 11 days to see firsthand the profound impact these ambulances are having on local communities and to identify further ways we can support Eezer's mission.

Governance

Business Conduct

Pierce wishes to work with business partners who share our view on people and the environment and have a Code of Conduct to improve our common business. In our supplier Code of Conduct published on our website, we demand that all suppliers, supply chain partners and workers in value chain strictly comply with national and international laws and that they respect and support universal human rights, labour rights and environmental concerns as well as business ethics on anti-corruption.

As part of our Supplier Agreement for our own brand suppliers, we include a Supplier Code of Conduct of which includes all the conditions our own brand suppliers need to fulfil from business and packaging to health and safety, and from human rights to environment requirements.

In 2025, there has been no convictions, fines nor confirmed incidents for violation of anti-corruption and anti-bribery laws.

Data protection and information security

Our business relies on information technology systems and infrastructure, making robust security and secure data storage a top priority for our IT department. To safeguard our information assets and customer data, and comply with data privacy regulations, including European consumer protection law, we have established a comprehensive information security and data privacy framework, complemented by an AI-based vulnerability management system. Regular assessments are conducted to review and reinforce our information security measures, ensuring robust protection against potential threats.

To ensure fulfilment of General Data Protection Regulation, GDPR, we continuously review e.g., our governance, policies, and processing records to ensure ongoing compliance across our evolving business.

Misconduct and sanctions

Treating everyone with respect is key at Pierce and everyone deserves to be treated with fairness and dignity. Our commitment extends to the identification and prevention of any irregularities capable of significantly impacting our business or personnel. To facilitate the reporting, tracking, monitoring, and investigation of such matters, we have instituted a whistleblowing function accessible on our corporate website. The function is provided by a third party, and it affords our internal and external stakeholders a confidential platform to report concerns or misconduct within the organization or value chain. This helps maintain transparency and ethical standards within the workplace.

Environmental Policy

We are actively looking to minimize the environmental impact, especially for our own brand products. Our Environmental Policy, adopted by the Board of Directors, lays the framework on how we conduct ourselves as environmental stewards with regards to for instance environmental impact, emissions, energy consumption and sustainable use of resources. Substantial work has been done within the Extended Producer Responsibility (EPR) area and to assess the obligations for environmental reporting across the markets in which we operate.

GRI content index

Pierce Group (publ) has reported the information cited in this GRI content index for the period from 1 January 2025 to 31 December 2025 with reference to the GRI Standards.

GRI 1 used: GRI 1: Foundation 2021

GRI Standard and Disclosure	Location (page reference)	Comment/ Omissions
GRI 2: General Disclosures 2021		
2-1 Organizational details	5	Pierce Group AB (publ) is a Swedish public limited company with headquarters in Stockholm, Sweden. Since 26 of March 2020, the Pierce share is listed on Nasdaq Stockholm (Small Cap). For more information about the Pierce share, see the Company's Annual report.
2-2 Entities included in the organization's sustainability reporting	5	
2-3 Reporting period, frequency and contact point	5	
2-4 Restatements of information		No restatements this year.
2-5 External assurance	5	
2-6 Activities, value chain and other business relationships	9	No significant changes in the Company's activities, value chain and other business relationships. For further information, see the Annual report.
2-7 Employees	15-16	
2-9 Governance structure and composition	5, 16	Further information on corporate governance is available in the Company's Annual Report (Corporate governance report section).
2-10 Nomination and selection of the highest governance body		Further information on corporate governance is available in the Company's Annual Report (Corporate governance report section).
2-14 Role of the highest governance body in sustainability reporting	5	
2-16 Communication of critical concerns	18	
2-22 Statement on sustainable development strategy	6	
2-23 Policy commitments	18	
2-25 Processes to remediate negative impacts	18	
2-26 Mechanisms for seeking advice and raising concerns	18	
2-27 Compliance with laws and regulations	18	
2-28 Membership associations		No memberships of industry or other associations, and national or international advocacy organizations.
2-29 Approach to stakeholder engagement	10	
2-30 Collective bargaining agreements		No collective bargaining agreements
GRI 3: Material Topics 2021		
3-1 Process to determine material topics	11	
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GRI 201: Economic Performance 2016		
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GRI 205: Anti-corruption 2016		

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GRI 302: Energy 2016		
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401-1 New employee hires and employee turnover	16	
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403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	17	
403-8 Workers covered by an occupational health and safety management system	17	
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GRI 405: Diversity and Equal Opportunity 2016		
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Revisorns yttrande avseende den lagstadgade hållbarhetsrapporten

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Uppdrag och ansvarsfördelning

Det är styrelsen som har ansvaret för hållbarhetsrapporten för år 2025 och för att den är upprättad i enlighet med årsredovisningslagen.

Granskningens inriktning och omfattning

Vår granskning har skett enligt FAR:s rekommendation RevR 12 Revisorns yttrande om den lagstadgade hållbarhetsrapporten. Detta innebär att vår granskning av hållbarhetsrapporten har en annan inriktning och en väsentligt mindre omfattning jämfört med den inriktning och omfattning som en revision enligt International Standards on Auditing och god revisionssed i Sverige har. Vi anser att denna granskning ger oss tillräcklig grund för vårt uttalande.

Uttalande

En hållbarhetsrapport har upprättats.

Stockholm den 20 mars 2026

Grant Thornton Sweden AB

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