

08 July 2021 08:00:00 CEST

Pierce Group brings forward publication of interim reports for the second and third quarter and invites to presentation of the interim report for the second quarter

Pierce Group has decided to bring forward the publication of the interim reports for the second and third quarter, as the completion of the report for the second quarter has progressed faster than expected, and the report for the third quarter consequently is expected to be completed earlier than previously announced. New dates for publication are Tuesday 27 July 2021 and Thursday 11 November 2021. Previously announced dates for publication were Wednesday 25 August 2021 and Wednesday 24 November 2021.

On Tuesday 27 July 2021 08.00 CET, Pierce Group's report for the second quarter 2021 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: +46 856 642 703

UK: +443 333 009 264

US: +16 467 224 902

The webcast and telephone conference can be followed via the following link:
<https://tv.streamfabriken.com/pierce-group-q2-2021>

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

The company's updated financial calendar is available via <https://www.piercigroup.com/en/calendar/>

For further information please contact:

Tomas Ljunglöf, CFO

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The information was submitted for publication, through the agency of the contact person set out above, at 08.00 CET on 8th July 2021.

About Pierce Group

Pierce is a leading and fast-growing e-commerce company selling gear, parts and accessories 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, in addition, the major portion of the customer support services is located in Barcelona. The Company has approximately 430 employees.

Attachments

[Pierce Group brings forward publication of interim reports for the second and third quarter and invites to presentation of the interim report for the second quarter](#)