



Sleep Cycle recruits Chief Human Resources Officer and extends executive management team

Sleep Cycle has recruited Cecilia Mikkov to the position as Chief Human Resources Officer (“CHRO”) and member of the executive management team, starting in December. Cecilia has extensive leadership experience including responsibility for e.g. staff, recruitments and organizational development in Swedish and International organizations. Cecilia has a degree in human resources management and most recently held a position within HR Center of Excellence with NetEnt.

As a part of Sleep Cycles growth plan, investments in people and product development have increased. Sleep Cycle will continue to grow the organization going forward to capture the opportunities that the market for improving people’s sleep represent. As a step in that direction, the executive management team will be extended with one person responsible for recruitment and organization. The recruitment of CHRO is an important step to secure that the organization is set to deliver on Sleep Cycles goals.

Sleep Cycles CEO Carl Johan Hederoth comments:

“I am very happy to welcome Cecilia to the position as CHRO and I look forward to working with her in the executive management team. Cecilia brings with her very valuable experiences from building and developing tech organizations that will be crucial in Sleep Cycles continued growth journey”.

For more information see www.sleepcycle.com or contact:

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About Sleep Cycle

With millions of active users and over 400 million nights analyzed in more than 150 countries, Sleep Cycle is the leading sleep tracker application and one of the most widely used solutions worldwide to improve sleep health. Sleep Cycle’s mission is to improve global health by empowering people to sleep better. Since its launch in 2009, Sleep Cycle has helped millions of people understand their sleeping habits and improve their sleep. Sleep Cycle is one of the world’s most comprehensive sources for statistics, frequently contributing to sleep research by collaborating with renowned

universities and research facilities worldwide. Sleep Cycle is regularly featured in notable media outlets covering the product and the company's released Sleep reports. Sleep Cycle (<https://www.sleepcycle.com>) is listed on Nasdaq Stockholm under the ticker SLEEP. The head office is located in Gothenburg, Sweden.