



Divestment of shares

On Thursday 8 September, a total of 603 023 shares, corresponding to 3.0% of shares and votes, were divested in Sleep Cycle AB. The shares were purchased by three institutional investors, of which two already held shares in Sleep Cycle. The sellers were Sleep Cycle employees, who had subscribed for shares when a subscription warrant program from 2019 expired. Carl Johan Hederoth, Sleep Cycles CEO, was one of the sellers. In total he subscribed for 205 072 shares of which 150 000 were sold to repay loans that were taken to subscribe for shares. Before the warrant program expired, Carl Johan Hederoth held 24 500 shares. After the transaction, Carl Johan Hederoth holds 79 572 shares and 404 749 subscription warrants in Sleep Cycle.

“My belief in Sleep Cycle and my long-term confidence in Sleep Cycle, our operation, strategy and ability to create returns for our shareholders remain and has not changed”, says Carl Johan Hederoth, CEO Sleep Cycle.

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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.