



Erik Jivmark appointed as new CEO of Sleep Cycle AB (publ)

In agreement with the company's board, Carl Johan Hederoth steps down as CEO of Sleep Cycle AB (publ), the global leader in the development of AI-based sleep analysis. The board has today decided to appoint Erik Jivmark as the new CEO of Sleep Cycle as of 1 November 2023.

Erik Jivmark has extensive international experience from leading positions within digital products and services. Erik comes from the role as CEO of Volvo Car Mobility AB and leading the Volvo Cars Stockholm Tech Hub. Before that Erik was the Global Director of Digital at Volvo Cars AB based in both Sweden and the U.S. He has a background from Accenture focusing on digital and commercial transformation.

"With his extensive experience both developing and selling digital products and services, most recently as CEO of Volvo Cars' mobility platform, Erik is the right person to take over the leadership to drive new growth and consolidate our leadership position," says Anne Broeng, Chairperson of the Sleep Cycle board.

"Sleep Cycle has a strong position in an extensive market with a very important mission to improve global health by getting people around the world to sleep better. I see great potential and opportunities to further develop the organisation and product to create even more value for our shareholders, customers and employees. I am very much looking forward to getting started and—together with the talented team at Sleep Cycle—embark on that journey," says Erik Jivmark, new CEO of Sleep Cycle.

"On behalf of the board, I also want to take this opportunity to thank Carl Johan for his contributions over the past five years as CEO of Sleep Cycle. Carl Johan has done a great job transitioning the company from being a small start-up to a listed company, including expanding the company's product offering and achieving the public listing on Nasdaq Stockholm, creating a strong foundation for future growth," Anne Broeng concludes.

Carl Johan Hederoth will remain in his role as CEO until 30 September 2023 and will continue to be at the disposal of the company during the remaining of his notice period. To secure a seamless handover, the company's CFO Per Andersson will act as interim CEO from 1 October 2023 until Erik Jivmark takes over on 1 November 2023.

For more information, please contact:

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This information is information that Sleep Cycle AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, on 25 August 2023 at 8:30 CET.

About Sleep Cycle

With millions of daily active users and over two billion nights analyzed in more than 150 countries, Sleep Cycle is the leading sleep tracking 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 sleep habits and improve their sleep. The mobile application helps users fall asleep more easily, tracks and analyses sleep during the night, wakes the user in a light sleep phase and provides insight into how sleep quality is best improved. Sleep Cycle is one of the world's most comprehensive sources for statistics on sleep and contributes to research and reporting on sleep worldwide. Sleep Cycle is listed on Nasdaq Stockholm under the ticker SLEEP. The head office is located in Gothenburg, Sweden.