



Sleep Cycle announces senior management team changes, establishes new CCO position to bolster commercial ambitions

Following Sleep Cycle's strategic move to enhance teamwork and boost operational efficiency by consolidating the workforce at the Gothenburg headquarters, the company today announced changes to the senior management team. Peter Alsterberg will join Sleep Cycle as Chief Commercial Officer (CCO), a newly established position. Additionally, Chief Product Officer, Samuel Cyprian, and Chief HR Officer, Cecilia Mikkov, have declined to move to Gothenburg HQ and have decided to leave Sleep Cycle.

Samuel Cyprian and Cecilia Mikkov have declined to relocate to the Gothenburg HQ and will therefore step down from Sleep Cycle on April 30, 2024. They will both remain in external advisory roles until August 1, 2024. The process of hiring successors will begin immediately.

"We're deeply grateful for everything Samuel and Cecilia have done for the company, and we wish them all the best," says Erik Jivmark, CEO, Sleep Cycle.

Peter Alsterberg has 20 years of experience from management and strategy consulting across a range of industries and global markets. He most recently served as Executive Vice President, Sweden, Denmark & Finland at Frog (part of Capgemini Invent). Other positions have included Vice President at Capgemini Invent and Business advisor and Project manager at Nordea. As Chief Commercial Officer at Sleep Cycle, Peter will focus on partnerships, revenue management and new revenue streams by leveraging Sleep Cycle's data and platform.

"I'm thrilled to welcome Peter to the team. His international experience, coupled with extensive knowledge of digital products and services, will be instrumental going forward. Peter is stepping into a newly established role of CCO, and he will be key to executing on our new strategy in Q2. His background is precisely what we need as we begin ramping up our commercial efforts," concludes Erik Jivmark.

Peter Alsterberg will join Sleep Cycle no later than Q2 2024.

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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.