



Sleep Cycle's nomination committee proposes Hans Skruvfors as new member of the board of directors

Göteborg 11 March 2024 - The nomination committee has resolved to propose that Hans Skruvfors be elected new member of the Sleep Cycle AB board of directors at the annual general meeting on April 11, 2024. The addition of Hans Skruvfors marks another strategic move in the company's efforts to sharpen its commercial focus.

Hans Skruvfors has 20 years' experience from leading positions in global consumer and tech brands. He is currently serving as CEO of Foodora (SE, DK, NO, FI), and during his tenure the company has finally achieved profitable growth in the Nordic market. Further, Hans serves on the board of Volumental.

"I'm thrilled that the nomination committee has proposed that Hans Skruvfors join the Sleep Cycle board of directors. His extraordinary background in tech and consumer brands, as well as his impressive track record of growth and boardroom experience, would bring valuable insights to the board. Hans would also be an asset when it comes to realizing Sleep Cycle's new growth strategy," says Anne Broeng, chairperson of the board, Sleep Cycle.

After more than three years of service on the board, Olof Nilsson and Rasmus Järborg have informed the nomination committee that they will not stand for re-election.

"I want to extend our gratitude to Olof and Rasmus for their contributions to the board – not least during our IPO and the appointment of a new CEO," concludes Anne Broeng.

More information about the AGM will be published in a forthcoming press release.

For more information, please contact:

Anna Sundberg, chairperson of the Nomination Committee
+46 70 845 0391
investor@sleepcycle.com

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.