



Sleep Cycle announces reorganization and changes to the management team

Göteborg, Sweden — 25 January, 2023. To increase the focus on subscription growth, the Marketing and Growth teams will be further integrated with the Product teams. Due to this change, Samuel Cyprian, Chief Commercial Officer, will take on the role of Chief Product Officer and lead both teams. As a result, Sandra Hansson will leave the management team for another role in Sleep Cycle and the position as Chief Commercial Officer will not be appointed.

CEO Carl Johan Hederoth comments:

“To increase the growth in sales and user acquisition we invest heavily in product development. Going forward we will launch several new features and product updates and to maximize the return from those investments it is a natural step to further integrate our commercial functions with the Product teams.”

This is information that Sleep Cycle AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted, through the agency of the contact persons set out below, for publication on 25 January 2023 at 14:00 CET.

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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.