



Sleep Cycle appoints new CPO and fast-tracks CCO; Petter Höglund and Peter Alsterberg to join in April

Gothenburg, April 8, 2024: Sleep Cycle AB (publ), a global leader in AI-driven sleep analysis, today announced the appointment of Petter Höglund as Chief Product Officer (CPO) effective April 15. As previously announced, Peter Alsterberg will join Sleep Cycle as Chief Commercial Officer (CCO) in Q2, start date now set for April 8

Petter Höglund brings a wealth of experience in driving growth in the B2C subscription space, having played pivotal roles at renowned companies such as Teemyco, Epidemic Sound, Record Union, Viaplay, and MTG. His proven track record in achieving product success and his expertise in subscription-based models make him an invaluable addition to Sleep Cycle's senior leadership team.

"Welcoming Petter and Peter to our team marks a significant milestone in our growth strategy. Petter's remarkable journey, which has included key roles in raising companies to unicorn status, showcases his ability to drive product success paired with commercial know-how. Peter's international experience and extensive knowledge of digital products and services will be instrumental as we move forward," said Erik Jivmark, CEO of Sleep Cycle.

With over 20 years of experience in management and strategy consulting across various industries and global markets, Peter Alsterberg brings a deep understanding of digital products and services to Sleep Cycle. As CCO, he will focus on driving partnerships, revenue management, and exploring new revenue streams that leverage Sleep Cycle's data and platform effectively.

"These appointments underscore our commitment to delivering user and stakeholder value. As we embark on this new chapter of the Sleep Cycle story, Petter and Peter's leadership will be crucial to realizing our strategic objectives and achieving targets," concluded Erik Jivmark.

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About Sleep Cycle AB

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.