



Elisabeth Hedman appointed as new CFO and Head of IR at Sleep Cycle

Gothenburg, 12 April, 2024. Sleep Cycle AB (publ), a global leader in AI-driven sleep analysis, announces today the appointment of Elisabeth Hedman as the new Chief Financial Officer (CFO) and Head of Investor Relations (IR) effective June 1. Elisabeth joins Sleep Cycle from her role as CFO at TimeEdit and brings with her a wealth of experience from previous positions at TimeEdit and Norion Bank.

"We are thrilled to welcome Elisabeth Hedman to Sleep Cycle as our new CFO and Head of IR. Her track record of spearheading financial operations and catalyzing growth not only demonstrates her ability as a finance leader but also underscores her as a strategic visionary perfectly suited for Sleep Cycle's ambitious journey ahead." says Erik Jivmark, CEO of Sleep Cycle.

The recruitment of Elisabeth Hedman marks the conclusion of the restructuring process announced by the company in January, one of many strategic initiatives in Sleep Cycles' upcoming growth phase. Current CFO Per Andersson has announced his decision to step down from his position to pursue opportunities outside the company.

"Per joined Sleep Cycle as CFO in early 2021 and has been instrumental in the company's development from a private entity to a publicly listed company with strong profitability, now poised for even higher growth. I would like to extend a warm thank you to Per for his contributions during this time and wish him every success in the future," concludes Erik Jivmark.

Per Andersson will leave the company by the end of the second quarter in order to secure a good handover.

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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.