

PRESS RELEASE

Kista, 24 June, 2021

Publicly traded Pierce Group New Reseller for Triboron

Triboron International AB (publ) ("Triboron") has established a partnership with Pierce Group AB (publ) ("Pierce"), a leading European online retailer of equipment, parts, accessories and streetwear for motorcycles and snowmobiles through the online stores 24MX, XLMOTO and Sledstore. Pierce Group is expected to place a first order in the near future.

Pierce Group, listed on Nasdaq Stockholm Mid Cap in March 2021, was founded in 2008 and has since grown to a turnover in 2020 of SEK 1.5 billion. The customer base consists of over one million MX, MC and scooter enthusiasts across Europe. Pierce is headquartered in Stockholm and has a local online presence in 16 European markets and over 400 employees in offices in Sweden, Spain and Poland.

Pierce will sell Triboron's complete product range in all countries through their websites. All end customers are served directly from Pierce's central warehouse located in Poland.

"Triboron's technology, which enables reduced engine wear and lower fuel consumption, is highly interesting for our target groups. I look forward to offering customers Triboron's environmentally friendly products, which fit well into our sustainability framework, #SustainablePIERCE", says Henrik Zadig, CEO of Pierce Group.

"We see significant potential in the dealership with Pierce Group. They are growing rapidly, have a strong online presence and will expand our presence in the European market considerably," adds Pär Krossling, CEO of Triboron.

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This information is information that Triboron International AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out below, at 10:00 CET on 24 June 2021.

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More information about Pierce Group is available at <https://www.piercegroup.com/en/>

About Triboron International AB (publ)

Triboron is a Swedish Environmental Technology Company founded and managed by a group of leading Swedish industrialists. The company has a unique and patented technology developed to industrially integrate into fuels to a wide range of vehicles and machines. The technology reduces carbon dioxide emissions and provides significant financial savings. It also allows for increased use of biofuels.