

Nepa and Opticom deliver brand insights for B2B: Launching a strategic partnership based on a 360-degree view

Nepa, a leading marketing intelligence company, is entering a strategic partnership with Opticom, a consultancy and analytics firm specializing in customer research and brand tracking for B2B sectors such as forestry, pharmaceuticals, and heavy industries. By combining Nepa's expertise in brand insights and market analysis for B2C companies with Opticom's deep industry knowledge in B2B, the partnership creates a unique opportunity to address a broader market with the need to further develop their business by strengthening and optimizing brand and marketing strategies.

The new partnership enables Nepa and Opticom to provide a 360-degree view of brand and marketing efforts, which is especially relevant for companies that do not own their own sales channels but instead work through distributors and resellers. By analyzing end-users, both within B2C and B2B, clients can gain insights aimed at strengthening their brand and sales concepts towards the reseller chain. This unique offering has already generated its first client, a large global pharmaceutical company.

"By combining Nepa's expertise in B2C brand analysis and market optimization with Opticom's deep industry knowledge and advanced analytical methods within B2B, we provide our clients with unique brand insights to drive strategic decisions across the entire value chain – from distribution and reseller channels to end-users. The client interest is high, and we are already underway with our first project in the pharmaceutical industry," says Anders Dahl, CEO of Nepa.

"Our partnership with Nepa allows us to offer our B2B clients a comprehensive solution that also includes B2C target groups and a broader range of market analysis tools. Together, we can deliver insights and tools that drive both immediate sales and long-term brand building, in a market where the focus on brand needs to be more prominent," says Carl Michael Bergman, CEO of Opticom.

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About Nepa

Nepa, a leader in Brand Experience and Marketing Optimization, helps some of the world's most reputable brands drive growth through data. This is achieved by combining first-class research, cutting-edge technology, deep expertise, and innovative solutions. Headquartered in Stockholm, Sweden, with offices in Norway, Finland, Denmark, UK, USA and India, the company is listed on the Nasdaq First North Growth Market and has been publicly traded since 2016.

Redeye AB is Nepa's Certified Adviser. Full contact details are available at nepa.com/investor-relations.

Attachments

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