Changes in Nepa's Group Management team

Nepa announces changes in its Group Management team and structures it around the core divisions of the company. As of April 4, 2023, the Group Management team consists of the following six people:

- Ulrich Boyer, CEO
- Sonja Thorngren, Finance
- Ferry Wolswinkel, Sales and Marketing
- Niclas Öhman, Marketing Science and Product
- Björn Nordenborg, Global Operations
- Elin Hedman, Transformation

Björn Nordenborg enters the Group Management team leading Global Operations. Björn has been at Nepa for eleven years and had several different roles such as Head of Sales, Commercial Director Retail, Product Director CX, and Client Executive for some of the largest clients. Prior to Nepa, Björn worked seven years for the management consultancy firm Accenture. He holds a MSc in Industrial Engineering from LiTH and a BSc in Economics from LiU. Elin Hedman, already part of the Group Management team as Head of PMO (Project Management Office), takes on a new role leading the transformation.

Previous members of the Group Management team representing tech development, R&D, and global research, as well as subsidiary managing directors and heads of the staff functions HR and IT are included in an extended leadership team.

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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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