

Nepa appoints Jakob Kofoed as Chief Technology Officer

Nepa appoints Jakob Kofoed as Chief Technology Officer (CTO) and new member of the Group Management team. With over two decades of experience in the marketing analytics field, Jakob brings extensive expertise and business acumen in building and enhancing tech operations. He will be strategically responsible for Nepa's technology, with a clear focus on supporting the company's product development and continuing to build a scalable and efficient tech platform.

"I am delighted to welcome Jakob to Nepa and look forward to our collaboration," says Anders Dahl, CEO. "His deep industry expertise will be instrumental as we continue to professionalize our operations, streamline our offering, and strengthen our market position. We are confident that Jakob will play a critical role in driving the next phase of our company's profitable growth strategy."

Most recently, Jakob served as Global CTO at Acceleration, a data and technology consultancy operated by the media company GroupM. In this role, Jakob was responsible for the development of the global product strategy. Prior to this, Jakob was the CEO of Business Science, a data and analytics consultancy in GroupM, and the Global CTO of Data2Decisions, where he led the development of scalable software solutions for marketing optimization.

"I am excited to join Nepa and the talented team to build on the company's strong foundation in marketing intelligence. I look forward to enhancing our tech and developing innovative solutions to accelerate our scalable growth journey," says Jakob.

Jakob will officially assume his role in December.

For more information, please contact:

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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.

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Attachments

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