

# Nepa's largest shareholder issues call options to the members of the board

**Nepa has been informed that Ulrich Boyer, member of the board and largest shareholder in Nepa AB (publ), issues in total 63,000 call options to the other members of the board. Ulrich is personally funding the call option program, and it imposes no expenses on the company, nor does it result in any dilution for Nepa's shareholders.**

The purpose of the call option program is to retain competent board members aligned with shareholders' interests. According to the agreement, Ulrich Boyer will issue a maximum of 15,750 call options to each board member, at a price corresponding to the call option's market value. The call options are vested with one-third per year until the day before the Annual General Meeting 2026, provided that the member of the board of directors is still a member of the board of directors in the company at each such day. Each vested call option entitles the board member the rights to, during a period of one month from and including the day before the Annual General Meeting 2026, acquire a share from Ulrich Boyer for a purchase price of SEK 30 per share.

**For more information, please contact:**

Edvard Hagman, Investor Relations, [ir@nepa.com](mailto:ir@nepa.com)

**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](https://nepa.com/investor-relations).

**Attachments**

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