



Press release, Stockholm June 30th 2016

Jan Scherman becomes senior advisor at Nepa

Sweden's foremost and one of the best-known experts in the media industry, Jan Scherman joins Nepa AB in the role of Senior Advisor. Thereby Nepa strengthens the company's already deep industry knowledge by accessing Jan's renowned strategic insight and international network of contacts.

- With Jan Scherman as business advisor, we are able to add new dimensions to our insights and actions at Nepa. In the end, this means even more business value for our customers, says Fredrik Östgren, CEO at Nepa.

Jan Scherman is perhaps, among many other things, best known for having been the CEO of the TV4 Group, the business manager for Aftonbladet TV, the host of the popular and investigative TV show "Kalla Fakta" and to having received the prestigious award "Stora journalistpriset".

- Already during my time at TV4, I had the privilege to take part in and to understand the business value of Nepa's analyzes. We had a long-term cooperation that was extremely important for the success of our TV channels, says Jan Scherman. Therefore, it's even more pleasing to become an advisor and get the opportunity to directly affect Nepa's continued development.

In addition to acting as strategic advisor in business development, Jan Scherman will also participate in special development projects related to the trigger-based research platform ActionHub®. The ActionHub® register customer behavior and makes it easy for companies to prioritise between customer suggestions. The

companies can take immediate action that delivers real financial impact to their businesses.

- Nepa has a unique expertise and an impressive range of clients in various industries across the world. Their insights on the media industry and changing consumer behavior, stands in a class by itself, Jan Scherman concludes.

About Nepa

Nepa is a company at the crossroads of research, consulting and IT. We use technology and industry expertise to develop innovative and efficient research solutions that go beyond insights and enable action. By combining survey data, behavioral data and business data, we help our clients become truly customer-centric by tying what consumers say to what they actually do. Connecting the dots between data sets transforms the voice of the consumer into a concrete tool for decision-making with real financial impact. We call it the ActionHub®.

Headquartered in Stockholm, we have ongoing assignments in over 50 countries across five continents. Local presence in China, Denmark, Finland, India, Norway, Singapore, Sweden and the United Kingdom ensures hands-on service for our clients.

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