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Press release, Stockholm March 21, 2018

## **Matt Nitzberg named Chief Client Officer at Nepa US**

### **Industry veteran joins to help bring company's innovative consumer science driven research to US-based Consumer Packaged Goods, Retail Clients.**

Matt Nitzberg has joined Nepa, a leading provider of customer experience and marketing optimization solutions, to work with the company's growing roster of U.S.-based consumer packaged goods (CPG) and retail clients.

"Retailers and CPG companies need new ways to understand their shoppers, prioritize their investments, and move swiftly to action," said Ken Peterson, Managing Director, Nepa US. "Matt understands their business challenges, from C-Suite strategy choices through execution, and he knows how to help them win. We're thrilled to have him on board."

Simon Hay, Nepa Board Member and former dunnhumby CEO, said,

"Nepa brings a unique set of data science and consumer research capabilities to help US clients market more efficiently and provide superior customer experiences. Matt was instrumental in growing dunnhumby in the US through creating mutual value for retail and CPG clients. There is no one better than Matt to turn Nepa's capabilities into better results for clients. We're excited about what he brings to the company and look forward to his contributions."

"Nepa's international success with top retailers and brand owners is a testament to the great team, culture, and capabilities," said Nitzberg. "I'm delighted to join the team and look forward to helping US clients win and grow."

Over his career, Nitzberg has helped drive growth for brands and retailers across a wide range of categories, sectors, and countries. He has advised hundreds of clients in the U.S. Canada, Latin America, Europe, and Asia, across multiple verticals in matters ranging from marketing, media, sales, digital, big data, and path-to-purchase understanding.

Matt was an early member of dunnhumby USA's leadership team and launched its US CPG business US before taking on additional domestic and global roles over an 11 year span. Prior to joining dunnhumby, Matt spent 7 years at IRI, where he held a variety of senior roles. He began his marketing career in P&G Brand Managements.

Nitzberg holds an MBA from the University of North Carolina at Chapel Hill, and a B.A. in psychology from The State University of New York at Purchase. He will be based in Cincinnati.

Nepa AB (publ) is listed on Nasdaq First North since April 26, 2016. Certified Adviser is Erik Penser Bank.

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