

Plantagen, European specialty retailer, announces customer experience partnership with Nepa.

Retailers seeking an advantage over local competition turn to Nepa's Consumer Science Platform

Stockholm

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Nepa, a leading consumer science platform providing customer experience insights and marketing optimization solutions, is pleased to announce a new customer experience engagement with Plantagen. Nepa was selected to be the specialty plant retailer's research partner to help facilitate data collection, analysis and delivery of customer experience insights. The program will use Nepa's Consumer Science Platform to help the company understand CX at store-level and in aggregate to pinpoint areas for improvement.

"We're thrilled to help Plantagen grow their CX program using our deep roots and experience providing insights to large retailers with multiple distribution points. We'll start this project immediately by integrating Plantagen's customer data into a bespoke solution built by our team that will continuously collect additional CX information, delivered via personalized dashboard to individual stores and the HQ. After the core program is deployed, we hope to connect financial data to give the client even more clarity." Hanna Wallin Nepa CX Product Owner

"Our growing client-base in Europe and the US is evidence of a growing demand for next generation CX driven tools and consulting. Our team is working to meet the needs of our increased client base and further improving our offerings." Fredrik Östgren Nepa CEO

About Nepa

Headquartered in Stockholm and with local presence in Helsinki, Oslo, Copenhagen, London, Mumbai, New York, Miami and Denver, we help some of the world's most reputable brands in more than 50 countries to optimize customer experience investments and get more effect out of their marketing and sales. Nepa has been awarded DI Gasell's award for organic fast-growing companies in 6 of 7 years since 2011 The

company is publicly traded at the Nasdaq First North Stockholm stock exchange since 2016. Erik Penser Bank is Nepa's Certified Adviser.

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