

SATS selects Nepa for brand health measurement

Strong demand for brand tracking solutions from businesses of all sizes

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Nepa, a leading Consumer Science company providing customer experience and marketing optimization solutions, is pleased to announce that SATS as a new brand health tracking client. The company will utilize Nepa's solution to measure their brand's health, which includes a footprint of 220 fitness centers in Norway, Sweden, Finland and Denmark.

Rune Espedalen, Managing Director at Nepa's Norwegian office said "We are excited to welcome SATS as a client and are looking forward to start working with them. Our ESOMAR awarded brand tracking methodology provides a reliable tool for them to manage and grow their brands across the Nordics."

"Nepa's vast experience in brand tracking across the Nordic region made them the ideal solution for helping us establish a reliable and steady stream of consumer sentiment about SATS brands and our competitors" says Marianne Orderud, Nordic Head of Marketing at SATS.

"The continued growth in our brand tracking business indicates that companies recognize the importance of brand health to attract new customers in today's complex marketing landscape. We're excited SATS will use our proven approach and strong Norwegian team to brand tracking – we look forward to a continued partnership." Fredrik Östgren, CEO at Nepa.

About Nepa

Headquartered in Stockholm and with local presence in Oslo, Copenhagen, Helsinki, 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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