

Nepa Wins in two 2019 Achievement in Insight and Research Award Categories

Confirmit AIR Awards Recognizes Nepa as Agency Winner and Lindsay Parry, Nepa UK MD, as Professional Winner

Stockholm September 17, 2019 – Nepa, a leading Consumer Science company offering customer experience and marketing optimization solutions, has been awarded 2019 [Confirmit AIR \(Achievement in Insight and Innovation\) Awards](#) – as Judges' Choice winner in the Agency category and Lindsay Parry, Nepa UK MD, as Judges' Choice winner in the Professional category.

The AIR Awards were created to recognize Confirmit clients who demonstrate innovation and excellence in delivering insight. Receiving a Confirmit AIR Award demonstrates dedication and commitment to delivering insight that drives optimal business performance and enhances decision-making.

Nepa earned the Confirmit AIR Agency Award by adding value for its clients the integration of consumer research and data science disciplines in its proprietary Consumer Science Platform. Lindsay Parry won the Professional Award for her track record of delivering valuable shopper insights solutions, including leading the creation of Nepa's Path to Purchase Analytics solution that allows brands and retailers to identify the touchpoints that convert shoppers into consumers.

"We're honored to be recognized by Confirmit for the value we create for insight leaders around the world," said Fredrik Östgren, CEO at Nepa. He added, "We're also so proud of Lindsay Parry for being recognized for her industry leadership."

"I'm honored to receive an AIR Award – and grateful to the clients that have trusted Nepa and to my colleagues at Nepa that have consistently enabled us to create value for our clients in new ways."

"We're delighted to honor Lindsay Parry and Nepa as 2019 AIR Award winners" said Ken Østreng, CEO of Confirmit. "Market Research is an ever-changing industry which is reliant on the energy and drive of individuals to ensure its future. Lindsay, and Nepa as a whole, are clearly not only committed to the very best in MR practices, but work to help shape the evolution of insight."

For more information about Nepa please visit nepa.com.

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About the Confirmit AIR Awards

The Confirmit AIR (Achievement in Insight and Research) Awards have been created to recognize innovation and excellence in Market Research and Insight practices. Open exclusively to Confirmit

clients, the AIR Awards provide an opportunity for Market Research agencies and enterprise insight teams to showcase their success by demonstrating their commitment to delivering insight that drives business performance.

With over 20 years of experience in driving and supporting the Market Research industry worldwide, Confirmat is delighted to share its clients' successes and honor the people and businesses whose dedication to insight and analytics fuel this dynamic industry. For more information on awards criteria, visit: <https://www.confirmat.com/Company/Awards/AIR-Awards/>

About Nepa

Headquartered in Stockholm, with offices in Norway, Finland, Denmark, UK, USA and India, 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 Growth Market since 2016. Erik Penser Bank AB is Nepa's Certified Adviser (phone: +46 8-463 83 00, e-mail: certifiedadviser@penser.se).

About Confirmat

Confirmat is the world's leading SaaS vendor for multi-channel Customer Experience, Employee Engagement, and Market Research solutions. The company has offices in Oslo (headquarters), Grimstad, London, Moscow, New York, San Francisco, Sydney, Vancouver, and Yaroslavl. Confirmat's software is also distributed through partner resellers in Madrid, Milan, Salvador, and Tokyo.

Confirmat powers Global 5000 companies and Market Research agencies worldwide with a wide range of software products for feedback / data collection, panel management, data processing, analysis, and reporting. Customers include Aurora, British Standards Institution, Cross-Tab, Dow Chemical, GfK, GlaxoSmithKline, GMO Research, KeepFactor, Nielsen, Research Now, RS Components, QRS, SSI, and Swisscom. Visit www.confirmat.com for more information.