



P-O Westerlund appointed new CEO

The board of directors has appointed P-O Westerlund CEO of Nepa AB (publ). The appointment is effective immediately.

Chairman of the Board, Ulrich Boyer commented: "The company needs transformation and change. It needs a sales strategy aimed at a more focused offer to unlock the potential in our core offering and our underlying technical platform. We also need a clear focus on sound finances through cost control, efficiency and risk management. In P-O Westerlund we have a skilled leader to deliver what we need, now."

P-O Westerlund, Nepa's new CEO commented: "I look forward to implementing our new strategy to quickly reach profitability. Nepa has a fantastic offering, a client roster our competitors envy, amazing colleagues with great drive and fantastic potential, and a solid and sophisticated technical platform to build on. I am confident that, with the implementation of our new strategic plan, we will reach our targets."

P-O has worked at Nepa since 2009, the first six years responsible for international sales and expansion and, since 2015, as Nepa's Chief Financial Officer. His earlier experience includes group management of the turn-around of a public company as well as CEO and Chairman, respectively, of two analytics companies.

Fredrik Östgren, former CEO, will leave the company with immediate effect. Ulrich Boyer thanks Fredrik on behalf of the Board for his 14 years of tireless dedication to Nepa.

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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 stock exchange since 2016. Erik Penser Bank AB is Nepa's Certified Adviser (phone: +46 8-463 83 00, e-mail: certifiedadviser@penser.se).