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Appoints Ann-Christine Fick as CFO and Michael Wallin as IR

STOCKHOLM, Sweden – Nepa, a leading consumer research and analytics company, which provides solutions to drive brand and sales by increasing market efficiency, has appointed Ann-Christine Fick as the new CFO and member of group management with immediate effect.

Ann-Christine has extensive experience in financial reporting and accounting from among others Deloitte and Amfa Bank before taking over as senior finance accountant at Nepa in 2016. Ann-Christine Fick takes over as CFO after P-O Westerlund, who was appointed CEO of Nepa in January this year.

"It's a great pleasure to promote Ann-Christine to the position as our new CFO. Ann-Christine's background in accounting and financial reporting and her role in preparing our financial statements for the IPO in 2016 makes her the perfect candidate to take over as CFO," says P-O Westerlund.

Nepa has also decided to strengthen its capital market communications by appointing Michael Wallin in a new role as head of Investor Relations with immediate effect. Michael has 15 years of experience as an investor relations consultant from Citigate Stockholm and Hallvarsson & Halvarsson among others.

"Our relationship with investors is important and these appointments serve to maintain and further improve our communication with the capital markets. Building trust and improve our transparency will be important tasks going forward," adds P-O Westerlund.

For further information, please contact:

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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 six times 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).