

Varner chooses Nepa for their brand tracking program

STOCKHOLM, Sweden (May 20th, 2020) - Nepa, a leading Consumer Research and analytics company, providing insight solutions to drive brand and sales by increasing marketing effectiveness, has been chosen by Varner to implement and run a brand tracking program to help Varner understand how its own brands perform on their main markets.

“The brand tracking service provided by Nepa has enabled us to monitor brand performance on a chain- and group level. This enables us to identify growth potential for individual chains and for the group, as well as learning more about how individual brand concepts are performing and how they potentially could be strengthened.” Said Knut Vidar Nilsen, Chief Marketing Officer at Varner.

“Varner is a very exciting customer and partner for us, as they have so many well-known brands with their own potentials and business challenges under the same roof. They furthermore aspire to be a leading fashion company in Scandinavia driven by consumer insights, which makes our partnership a perfect fit.” Said P-O Westerlund, CEO at Nepa.

About Varner

VARNER is one of the largest fashion retailers in Scandinavia, with nearly 11.000 employees and 1.400 stores across 7 countries. VARNER consists of the fashion brands Cubus, Dressmann, Dressmann XL, Bik Bok, Carlings, Volt, Urban, WOW, Junkyard and franchises Levi's Store, and Nike Store.

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).

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