

ALL-TIME HIGH REVENUE AND PROFITABILITY

This is a translation of the Swedish interim report. If there should be any discrepancies, the Swedish language version governs.

SECOND QUARTER, APRIL – JUNE 2021

- Net sales increased by 21.6%, or 24.0% FX adjusted, to MSEK 78.5 (64.6)
- Gross profit increased by 34.0%, or 37.0% FX adjusted, to MSEK 61.3 (45.7)
- EBIT increased to MSEK 11.7 (4.7)
- Earnings after tax was MSEK 10.7 (2.8)
- Earnings per share was, basic SEK 1.35 (0.35), diluted SEK 1.35 (0.35)

FIRST HALF YEAR, JANUARY – JUNE 2021

- Net sales increased by 12.0%, or 14.1% FX adjusted, to MSEK 150.1 (134.0)
- Gross profit increased by 17.5%, or 20.1% FX adjusted, to MSEK 115.1 (98.0)
- EBIT increased to 18.2 MSEK (4.4)
- Earnings after tax was 18.0 MSEK (3.2)
- Earnings per share was, basic SEK 2.28 (0.41), diluted SEK 2.28 (0.41)

IMPORTANT EVENTS

DURING THE PERIOD

- Lars Pahlman appointed new MD for subsidiary Nepa in Sweden. Lars was interim MD during the autumn of 2020.

AFTER THE PERIOD ENDED

- We have continued to welcome new customers and have not lost any customers so far.

A WORD FROM OUR CEO

Demand remained strong during the quarter in most of our markets, both for recurring projects and projects on an ad hoc basis. We see a pent-up demand as the pandemic is starting to subside. The increased ad hoc revenue is mainly due to a comprehensive advisory assignment on pricing and packaging of a new streaming service being launched in Asia and Southeast Asia.

An exceptional quarter

Sales rose by 21.6 percent in the quarter to SEK 78.5 million (64.6), which represents another all-time high for a single quarter. Gross profit strengthened 34.0 percent to SEK 61.3 million (45.7), also higher than ever before. The positive profitability trend continued with an operating profit (EBIT) of SEK 11.7 million, corresponding to an improvement in earnings of SEK 7.0 million compared to the second quarter of 2020. The EBIT margin in relation to gross profit strengthened to 19.1 percent (10.2) while profit after tax amounted to SEK 10.7 million (2.8). We have built up a solid financial position with SEK 79.2 million in cash.

The quarter has been exceptional in several ways. The large ad hoc project represented approximately 8 percent of sales during the quarter. This kind of large project does not come in with regularity and is therefore difficult to predict. At the same time this is a testament to our growing international reach. In relation to this, we have been temporarily understaffed, which has resulted in a positive one-off effect on profitability. To maintain the quality in our deliveries long-term, while implementing decided strategy transitions, more human resources are required than we had during the quarter. I would like to take this opportunity to express my sincere gratitude for the exceptional efforts my colleagues made during the quarter and beyond.

Long-term roadmap

The transformation of the company in accordance with the strategy adopted by the Board of Directors earlier this year continues, although we have not come quite as far in the process as I had hoped. The reason is that during the quarter we had to allocate most of the available resources to extensive customer deliveries.

The plan is unchanged and that is to finish our legacy clean-up and to increase the share of cutting-edge marketing initiatives. In the latter area, we have taken several important steps, which has resulted in interesting pilot projects with some of the world's most famous brands. In line with the strategy, we have also continued to increase recurring revenues, which during the quarter rose by almost 14 percent to SEK 48.2 million (42.4).

Prospects

It's still vacation time in some of our markets, but so far, we see no signs that the market would not remain strong even in the current quarter. Finland is showing particularly strong development, while the trend in the UK, where Nepa historically has had a higher proportion of ad hoc projects, remains cautious. The UK has also been hit by new outbreaks of the pandemic during the summer, creating uncertainty.

I am convinced that we will be able to recruit the right skills and meet our needs; Nepa has a strong brand in the labour market with an attractive corporate culture. All in all, this means that I remain optimistic about the opportunities to create continued growth and stable profitability long-term.

P-O Westerlund
CEO

THE GROUP

DEVELOPMENT OF THE GROUP

REVENUES

Gross profit increased in the second quarter by 34.0 percent to kSEK 61,291 (45,746), and 37.0 percent currency adjusted. Net sales increased by 21.6 percent to kSEK 78,506 (64,553), and 24.0 percent currency adjusted.

For the first half year, gross profit increased by 17.5 percent to kSEK 115,107 (97,980), and 20.1 percent currency adjusted. Net sales increased by 12.0 percent to kSEK 150,064 (133,973), and 14.1 percent currency adjusted.

The strongest sales growth during the first half year was in Marketing Optimization (MO). It was primarily the result of strong growth of one of our products MO Category Insight.

In absolute numbers, Sweden showed the highest growth, increasing sales by MSEK 14.2 equivalent to 16 percent. That is mainly due to our product IA Price & Packaging.

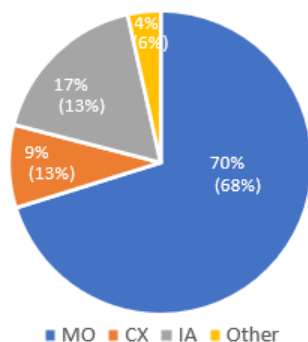
Detailed information about segments is found in note 2 on page 11.

EARNINGS

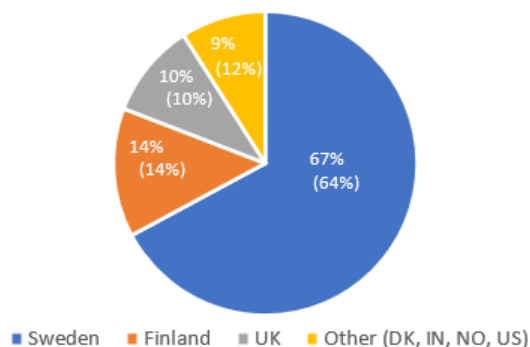
The group's EBIT amounted in the second quarter to kSEK 11,693 (4,661) and earnings after tax amounted to kSEK 10,655 (2,763).

For the first half year, the group's EBIT amounted to kSEK 18,227 (4,408) and earnings after tax amounted to kSEK 17,966 (3,199).

Sales split by solution, Jan-Jun 2021



Sales split by market, Jan-June 2021



GROUP INCOME STATEMENTS

kSEK	Apr-Jun 2021	Apr-Jun 2020	Jan-Jun 2021	Jan-Jun 2020	Full year 2020
Net sales	78 506	64 553	150 064	133 973	258 753
Capitalized expenditure	2 046	1 957	2 932	5 144	7 890
Other external income	1 396	7 577	3 209	9 476	15 695
	81 949	74 087	156 206	148 593	282 338
Direct costs	-17 216	-18 807	-34 957	-35 993	-68 577
Other external costs	-8 271	-8 095	-15 976	-17 615	-33 956
Personnel costs	-41 387	-37 369	-79 787	-81 825	-147 063
Depreciations	-2 599	-2 438	-5 038	-4 741	-9 811
Other operating costs	-783	-2 717	-2 220	-4 012	-7 285
Earnings Before Interest and Tax	11 693	4 661	18 227	4 408	15 647
Interest income and similar income items	363	126	1 920	1 493	2 398
Interest expenses and similar income items	-1 077	-1 745	-1 351	-2 390	-5 879
Earnings Before Tax	10 979	3 041	18 797	3 510	12 165
Tax	-325	-278	-831	-311	966
Earnings After Tax	10 655	2 763	17 966	3 199	13 132
Profit attributable to the parent company's shareholders	10 655	2 763	17 966	3 199	13 132
Number of shares, end of period (pcs.)	7 863 186	7 863 186	7 863 186	7 863 186	7 863 186
Average number of shares during the period (pcs.)	7 863 186	7 863 186	7 863 186	7 863 186	7 863 186
Earnings per share, basic (SEK)	1.35	0.35	2.28	0.41	1.67
Earnings per share, diluted (SEK)	1.35	0.35	2.28	0.41	1.67

GROUP BALANCE SHEETS

ASSETS (kSEK)	June 30, 2021	June 30, 2020	December 31, 2020
Intangible assets	27 998	32 273	29 979
Tangible assets	384	376	410
Financial assets	877	1 708	1 659
Sum non-current assets	29 259	34 357	32 048
Trade receivables	35 418	30 755	50 611
Tax receivables	2 826	3 093	1 899
Other current receivables	1 973	1 887	1 725
Prepayments and accrued income	22 283	15 316	11 364
Cash and cash equivalents	79 191	56 695	69 521
Sum current assets	141 690	107 747	135 120
TOTAL ASSETS	170 949	142 104	167 168
EQUITY (kSEK)			
Shareholders' equity	1 573	1 573	1 573
Other capital contributions	115 383	116 034	115 383
Translation difference	1 127	-166	1 606
Retained earnings incl. net profit for the period	-35 524	-63 423	-53 490
Total equity	82 558	54 018	65 072
LIABILITIES (kSEK)			
Due to customers	16 810	16 122	25 309
Trade payables	17 835	21 007	20 000
Other current liabilities	17 714	23 989	29 229
Accrued expenses, deferred income	36 032	26 968	27 558
Total short-term liabilities	88 391	88 086	102 097
Total liabilities	88 391	88 086	102 097
TOTAL EQUITY AND LIABILITIES	170 949	142 104	167 168
Pledged (kSEK)			
Chattle	14 000	14 000	14 000
Total pledged	14 000	14 000	14 000

GROUP CASH FLOW STATEMENTS

kSEK	Jan-Jun 2021	Jan-Jun 2020	Full year 2020
Operating activities			
Profit before tax	18 797	3 510	12 165
Adjustment of items not included in the cash flow	4 493	5 116	11 393
Income tax paid	-1 758	-1 918	554
Cash flow from operating activities before adjustments of working capital	21 533	6 709	24 112
Cash flow from changes in working capital			
Increase (-) / Decrease (+) of current receivables	4 026	36 374	20 611
Increase (+) / Decrease (-) of current liabilities	-13 706	5 152	19 163
Cash flow from operating activities	11 853	48 235	63 886
Investing activities			
Acquisitions/divestments, tangible assets	-88	-22	-120
Acquisitions/divestments, intangible assets	-2 932	-5 144	-7 890
Acquisitions/divestments, financial assets	837	-1 003	-984
Cash flow from investing activities	-2 183	-6 169	-8 994
Net cash flow for the period	9 670	42 066	54 892
Cash and cash equivalents at the beginning of the period	69 521	14 629	14 629
Cash and cash equivalents at the end of the period	79 191	56 695	69 521

GROUP KEY PERFORMANCE INDICATORS

	Apr-Jun 2021	Apr-Jun 2020	Jan-Jun 2021	Jan-Jun 2020	Full year 2020
Net sales growth rate (%)	21.6	-8.9	12.0	-2.3	-1.6
EBITDA (kSEK)	14 293	7 099	23 265	9 148	25 458
EBITDA margin (%)	18.2	11.0	15.5	6.8	9.8
EBIT margin (%)	14.9	7.2	12.1	3.3	6.0
Profit margin (%)	14.0	4.7	12.5	2.6	4.7
Total assets (kSEK)	170 949	142 104	170 949	142 104	167 168
Equity / Assets ratio (%)	48.3	38.0	48.3	38.0	38.9
No. of shares, end of period (pcs.)	7 863 186	7 863 186	7 863 186	7 863 186	7 863 186
No. of shares, average during period (pcs.)	7 863 186	7 863 186	7 863 186	7 863 186	7 863 186
Earnings per share, basic (SEK)	1.35	0.35	2.28	0.41	1.67
Earnings per share, diluted (SEK)	1.35	0.35	2.28	0.41	1.67
Equity per share (SEK)	10.50	6.87	10.50	6.87	8.28
Dividend per share (SEK)	n/a	n/a	n/a	n/a	0.00
No. of employees, average (pcs.)	253	254	246	262	252

Definitions

<i>Net sales growth rate</i>	<i>Percent of growth in net sales compared to a previous period.</i>
<i>EBITDA</i>	<i>Earnings before interest, taxes, depreciation and amortization.</i>
<i>EBITDA margin</i>	<i>EBITDA as a percentage of net sales.</i>
<i>EBIT margin</i>	<i>EBIT as a percentage of net sales.</i>
<i>Profit margin</i>	<i>Earnings before tax as a percent of net sales.</i>
<i>Equity / Assets ratio</i>	<i>Equity as a percentage of total assets.</i>
<i>Earnings per share</i>	<i>Profit attributable to the parent company's shareholders divided by average number of outstanding shares.</i>
<i>Equity per share</i>	<i>Equity divided by number of outstanding shares.</i>
<i>Dividend per share</i>	<i>Dividend for the period divided by the number of outstanding shares at the time of dividend.</i>
<i>No. of employees, average</i>	<i>Number of FTE's on average during the period.</i>

PARENT COMPANY

INCOME STATEMENTS, PARENT COMPANY

kSEK	Apr-Jun 2021	Apr-Jun 2020	Jan-Jun 2021	Jan-Jun 2020	Full year 2020
Other external income	764	339	1 224	747	1 080
	764	339	1 224	747	1 080
Other external costs	-748	-697	-1 167	-1 480	-2 350
Personnel costs	-1 716	-1 030	-3 333	-3 345	-6 560
Earnings Before Interest and Tax	-1 700	-1 389	-3 275	-4 077	-7 830
Interest income and similar income items	151	451	323	451	812
Interest expenses and similar income items	-0	-1	-0	-1	-1
Earnings after financial items	-1 549	-939	-2 952	-3 627	-7 019
Group contribution received	-	-	-	-	12 000
Tax	-	-	-	-	-
Earnings After Tax	-1 549	-939	-2 952	-3 627	4 981

BALANCE SHEETS, PARENT COMPANY

ASSETS (kSEK)	June 30, 2021	June 30, 2020	December 31, 2020
Financial assets	91 859	87 810	96 359
Sum non-current assets	91 859	87 810	96 359
Receivables Group companies	783	988	963
Tax receivables	466	453	293
Other current receivables	88	80	18
Prepayments and accrued income	153	173	74
Cash and cash equivalents	1 660	816	1 360
Sum current assets	3 150	2 510	2 708
TOTAL ASSETS	95 009	90 320	99 068
EQUITY (kSEK)			
Shareholders' equity	1 573	1 573	1 573
Share premium reserve	115 020	115 020	115 020
Retained earnings	-20 821	-25 151	-25 801
Net profit for the period	-2 952	-3 627	4 981
Total equity	92 820	87 815	95 772
LIABILITIES (kSEK)			
Trade payables	233	230	298
Other current liabilities	143	165	252
Accrued expenses, deferred income	1 812	2 110	2 745
Total liabilities	2 189	2 505	3 296
TOTAL EQUITY AND LIABILITIES	95 009	90 320	99 068

Note 1: Changes in equity in summary

THE GROUP (kSEK)	Shareholders' equity	Other capital contributions	Translation difference	Retained earnings incl. net profit of the period	Total equity
THE GROUP 2020					
Opening balance of equity January 1, 2020	1 573	116 325	-820	-66 622	50 456
Net profit of the period	-	-	-	3 199	3 199
Translation difference	-	-	654	-	654
Change of warrants	-	-291	-	-	-291
Closing balance of equity June 30, 2020	1 573	116 034	-166	-63 423	54 018
THE GROUP 2021					
Opening balance of equity January 1, 2021	1 573	115 383	1 606	-53 490	65 072
Net profit of the period	-	-	-	17 966	17 966
Translation difference	-	-	-479	-	-479
Closing balance of equity June 30, 2021	1 573	115 383	1 127	-35 524	82 558
PARENT COMPANY (kSEK)					
	Shareholders' equity	Share premium reserve	Retained earnings incl. net profit of the period	Total equity	
PARENT COMPANY 2020					
Opening balance of equity January 1, 2020	1 573	115 020	-24 860	91 733	
Net profit of the period	-	-	-3 627	-3 627	
Change of warrants	-	-	-291	-291	
Closing balance of equity June 30, 2020	1 573	115 020	-28 778	87 815	
PARENT COMPANY 2021					
Opening balance of equity January 1, 2021	1 573	115 020	-20 821	95 772	
Net profit of the period	-	-	-2 952	-2 952	
Closing balance of equity June 30, 2021	1 573	115 020	-23 773	92 820	

Note 2: Segment reporting

Nepa's business can be divided into three types of segments; either depending on what the revenue model looks like (revenue type), which solution the revenue stems from, or which country the sales originated from.

In revenue type, we separate projects already sold, either through subscriptions or regular bulk purchases (recurring) and more project-based revenues (ad hoc).

Sales are also split according to the solution used. Nepa's solutions are Marketing Optimization (MO), Customer Experience (CX), Innovation Acceleration (IA) or Other revenues.

Finally, revenue is split by country.

REVENUE TYPE (MSEK)	Jan-Jun 2021	Share	Growth	Jan-Jun 2020	Share
Nepa Group	150.1	100%	16.1	134.0	100%
Recurring	92.7	62%	6.4	86.3	64%
Ad hoc	57.4	38%	9.7	47.7	36%
Share of ad hoc from recurring clients	30.8	54%	8.4	22.3	47%
Share of ad hoc from non-recurring clients	26.6	46%	1.2	25.4	53%
Sales to clients buying both recurring & ad hoc	123.5	82%	14.9	108.6	81%
Sales to clients buying ad hoc only	26.6	18%	1.2	25.4	19%

Sales of Recurring grew 7.5% to MSEK 92.7 in the first half year 2021. Ad Hoc increased by 20.3% to MSEK 57.4 MSEK in the period. The goal is to increase the share of sales of Recurring revenues in order to increase profitability.

SOLUTION (MSEK)	Net sales					Gross profit				
	Jan-Jun 2021	Share	Growth	Jan-Jun 2020	Share	Jan-Jun 2021	Share	Growth	Jan-Jun 2020	Share
Nepa Group	150.1	100%	16.1	134.0	100%	115.1	100%	17.1	98.0	100%
MO	105.3	70%	14.5	90.9	68%	77.3	67%	14.6	62.8	64%
CX	13.3	9%	-4.3	17.6	13%	12.2	11%	-2.3	14.5	15%
IA	26.2	17%	8.3	17.9	13%	21.3	19%	7.3	14.0	14%
Other	5.3	4%	-2.4	7.7	6%	4.6	4%	-1.9	6.5	7%
Eliminations	0.0	0%	0.0	0.0	0%	-0.3	0%	-0.6	0.2	0%

In absolute numbers, our MO-solution grew the most in the first half year 2021 (MSEK 15.3 in gross profit). Our IA-solution was our fastest growing solution in relative numbers (54.0% gross profit growth). The goal is to increase the penetration of our solutions to current clients. It provides the benefit for clients with a complete view of their consumers and also gives the right conditions to create growth and profitability for Nepa.

MARKET (MSEK)	Net sales					Gross profit				
	Jan-Jun 2021	Share	Growth	Jan-Jun 2020	Share	Jan-Jun 2021	Share	Growth	Jan-Jun 2020	Share
Nepa Group	150.1	100%	16.1	134.0	100%	115.1	100%	17.1	98.0	100%
Sweden	100.7	67%	14.2	86.6	64%	77.6	67%	13.0	64.6	66%
Finland	20.6	14%	2.2	18.4	14%	16.3	14%	2.6	13.7	14%
UK	15.1	10%	1.9	13.2	10%	12.1	11%	3.7	8.4	9%
All other markets	13.6	9%	-2.2	15.8	12%	9.1	7%	-2.2	11.3	11%

The markets Sweden, India, Finland, UK and Denmark grew in the first half year 2021, both in terms of sales and gross profit, while the other markets decreased both in terms of sales and gross profit. The highest percentual gross profit growth was in India (127%) and UK (45%). The highest percentual decrease in gross profit was in US (-81%). Our ambition is to create profitable growth in all markets, where Sweden, Finland and UK are key focus markets.

THE BUSINESS

VISION

To become the world leading data-to-growth company.

The digital transformation of our society is pushing companies to become more customer centric. The need to listen to and to understand customers has never been more important for business success. Through innovative solutions and software, Nepa facilitates customer-oriented decision making in all parts of Nepa's clients' organizations.

BUSINESS CONCEPT

Nepa's business concept is to help companies become more customer oriented, by bringing the voice of the consumer into companies' business development and daily decision-making. Nepa combines consumer feedback data with actual behaviour data in order to transform traditional insights into financially quantifiable actions.

BUSINESS MODEL

Nepa is a ground-breaking growth company within the research industry that offers innovative solutions and software for delivering actionable insights to clients. Nepa has developed automated processes for

continuous data gathering, data analysis and the distribution of actionable insights.

Nepa's sales strategy entails solving client specific business challenges by utilizing proprietary ready-made and scalable analytics modules that support cost effective customization.

Nepa's solutions are mainly sold on a subscription basis of at least 12 months. More than 60 percent of the revenues stem from subscriptions. In addition to that, approximately 60 percent of the other revenues come from these subscription clients.

Other revenues stem from solving client specific business challenges, always with the ambition to create a long-term subscription business model and/or to develop highly scalable products that can be applied to other clients and in other industry verticals.

The proprietary platform Consumer Science Platform® is sold as a combination of:

1. A platform license for managing customer feedback with an interface that automatically enriches clients' current IT infrastructure with behaviour data.
2. Standardized products – Consumer Science Platform® Applications Suite.
3. Solving client specific business challenges.

EVENTS AFTER THE END OF THE QUARTER

We have continued to welcome new customers and have not lost any customers so far.

ACCOUNTING PRINCIPLES

The Group accounts have been established according to Swedish GAAP (Årsredovisningslagen and Bokföringsnämndens allmänna råd 2012:1 Årsredovisning och koncernredovisning (K3)). The Group consists of the parent company Nepa AB (publ) and nine subsidiaries, seven of which non-Swedish. Accounting principles and valuation principles correspond to the ones used in the latest annual report.

Government grants are reported in the income statement when there is reasonable assurance that the company will meet the requirements that come with the grants and that the grants will be received. The grants have been reported as other external income during the periods that the grant is to compensate.

RISKS AND UNCERTAINTIES

Nepa faces several business risks and market risks, including the dependency of qualified personnel, the ability to handle growth and technological development.

The outbreak of the Corona virus has caused a dramatic change in sentiment world-wide which may affect clients' willingness to invest.

AUDITING

This report has not been audited by the company's auditors.

THE SHARE

The share capital of Nepa AB (publ) amounted, on June 30, 2021, to SEK 1,572,637.20 divided into 7,863,186 shares, each with a nominal value of SEK 0.20.

Nepa AB (publ) is listed on the Nasdaq First North Growth Market stock exchange since April 26th, 2016

under the ticker NEPA. A trading unit consists of one hundred and ten (110) shares. All shares are of the same series and have the same voting rights and dividends rights.

Ten largest shareholders as of June 30, 2021

	Number of shares	Share/Votes
Ulrich Boyer	1,492,624	19.0%
Elementa Fonder	1,461,705	18.6%
Swedbank Robur Microcap	950,000	12.1%
Alcur Select	433,372	5.5%
P-O Westerlund	426,169	5.4%
Aktia Nordic Microcap	373,312	4.7%
Lannebo Teknik Småbolag	279,308	3.6%
Hans Skruvfors	225,000	2.9%
Niclas Öhman	199,669	2.5%
Nordnet Pensionsförsäkring	185,663	2.4%
Ten largest shareholders	6,026,822	76.6%
Other shareholders	1,836,364	23.4%
Total number of shares	7,863,186	100.0%

CERTIFIED ADVISER

Erik Penser Bank is Nepa's Certified Adviser.
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FINANCIAL CALENDAR

Interim report July 1st to September 30th, 2021

November 19th, 2021

Year-end report 2021

March 18th, 2022

CERTIFICATION

The Board of Directors and the CEO certify that this interim report provides a correct depiction of the Group's and parent company's businesses, financial

position and results, and that it describes the relevant risk factors and uncertainties the company is facing.

*Stockholm, August 20th, 2021
The Board of Directors of Nepa AB (publ)*

Ulrich Boyer
Chairman of the Board

Katarina Bonde
Board member

Martin Burkhalter
Board member

Andreas Bruzelius
Board member

P-O Westerlund
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This is a translation of the Swedish interim report. If there should be any discrepancies, the Swedish language version governs. The Swedish version is information that Nepa AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 08:00 CET on August 20, 2021.
