



August 17, 2022

Nepa strengthens its growth initiatives and appoints Ferry Wolswinkel as Chief Revenue Officer

STOCKHOLM, Sweden – Nepa has in accordance with its growth strategy established a new role and appointed Ferry Wolswinkel as Chief Revenue Officer (CRO) and new member of the Group Management team. He will be responsible for accelerating the company's growth, including the global sales and marketing organization, developing its revenue streams and optimizing sales growth in select markets and product categories. Ferry has extensive experience from global sales roles in tech and consumer insight companies, most recently as Vice President Sales for the London-based consumer intelligence company Streetbees.

"We are happy that we have been able to attract an experienced and competent CRO that will help us develop our sales organization. With his business-minded approach, I have great trust in Ferry's ability to drive Nepa towards our growth targets," says CEO Ulrich Boyer.

"I'm incredibly excited to join Nepa who is at the forefront of data-driven consumer intelligence. I cannot wait to join such a world class team and contribute to the company's growth journey, to help Nepa realize its full potential," says Ferry Wolswinkel.

Ferry will assume his new role on October 3rd. He will be based at Nepa's London office and report directly to CEO Ulrich Boyer.

For more information, please contact:

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About Nepa

Nepa, a leader in Brand Experience and Marketing Optimization, helps some of the world's most reputable brands drive growth through data. This is achieved by combining first-class research, cutting-edge technology, deep expertise and innovative solutions. Headquartered in Stockholm, Sweden, with offices in Norway, Finland, Denmark, UK, USA and India, the company is listed on the Nasdaq stock exchange and has been publicly traded since 2016.

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