



Press release, April 3<sup>rd</sup> 2012

## **Nepa launches a strategic partnership with Tudou (土豆网), China's equivalent to YouTube and establishes a subsidiary in China**

**Since 2010, Nepa has completed several marketing research projects in P.R. of China and today launches a co-operation with leading online video website Tudou. Nepa also establishes a wholly owned subsidiary under the management of an experienced entrepreneur in China.**

Video website Tudou ([www.tudou.com](http://www.tudou.com)) is one of the world's largest bandwidth users, moving more than 1 Petabyte ( $10^{15}$  bytes) to 30 million unique daily visitors. Tudou.com is the 49<sup>th</sup> largest website worldwide and #14 in China according to Alexa ranking. On March 12<sup>th</sup> 2012, Tudou announced the merger with former competitor Youku ([www.youku.com](http://www.youku.com), global Alexa rank #51), and the joint company will post merger double in size. The first phase of the co-operation between Nepa and Tudou is the establishment of a consumer insights platform based on an online marketing research panel, created by combining Tudou's access to Chinese consumers with Nepa's innovative marketing research products.

In order to serve the rapid growth in P.R. of China, Nepa is forming a local subsidiary, a so called WFOE (wholly foreign owned enterprise), named Nepa China or 纳宝营销咨询（上海）有限公司 and has employed Mattias Erlandsson as Managing Director. Mattias has worked for nine years in China and has a B.A in System Information Science. His career in China started as a market analyst at the Swedish Export Council in Shanghai and he has since founded and managed several successful start-ups in China, including Universum (research), Rebtel (IP-telephony) and bikeid.se (bicycle design/production).

*"After the successful start-ups of subsidiaries in India in 2009 and in the UK in 2010, we have since the middle of last year focused on the Chinese market. We have concluded that Nepa's combination of a high degree of innovation and cost-efficiency is attractive for both domestic Chinese companies as well as multinationals that are working in, or are about to enter, the Chinese market",* says P-O Westerlund, EVP Head of International Operations at Nepa.

*"In my experience, many companies that are conducting business in China or are considering entering the Chinese market, share the need of getting solid and actionable recommendations based on high quality research from high quality data sources. Nepa's media expertise in combination with innovative marketing research products is the perfect match for many companies in China today",* says Mattias Erlandsson, MD of Nepa China.

Mattias Erlandsson joined Nepa on February 27<sup>th</sup> and services clients from offices in Shanghai and Hong Kong.

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### **About Tudou Holdings Limited**

Tudou Holdings Limited (Nasdaq: TUDO) is a leading Internet video company in China providing premium licensed content, user generated content, and original in-house productions. Founded in 2005, Tudou was the first UGC video sharing website launched in China. The "Tudou" brand is one of the most recognized Internet brands in China, and the annual Tudou Video Festival has become a signature event in the online video industry.

### About Nepa

Nepa offers innovative, high quality research products for branding and marketing communication. Nepa continuously conduct research in more than 30 countries worldwide from offices in Sweden (HQ), China, Finland, Germany, India, Norway and UK. Nepa's clients include AEG, Godrej, RTL, Star TV and Tata Group.