Press release, Stockholm May 31st 2017

Ken Peterson to run Nepa in the US

Nepa was founded with the goal of radically changing what has long been a very traditional research industry. We believe in making data actionable, always targeting the insights to those best able in an organization to make necessary improvements in real time. By recruiting Ken Peterson, formerly COO at Ipsos Loyalty as the MD of Nepa USA, Nepa can now meet the needs of global retail clients within the US market.

> *"I am excited to have Ken on board, approaching American companies with our successful concept. He is brilliant in data science, has a unique experience from selling competing SaaS-platforms like InMoment, Medallia, and Questback and he also has an extensive network within the retail industry. Ken enables us to immediately offer our ActionHub® concept to US companies, giving them the opportunity to implement data-driven decision making and always have updated and actionable insights at the fingertips of their organization", says Fredrik Östgren, Group CEO of Nepa.*

Traditional Market Research and Big Data companies have a poor record of transforming big data into actionable insights that make real change. However, with our data science skills, Nepa has found a way to break this deadlock. Nepa merges research data with behavioral data and turn time-consuming surveys and omnichannel data into informed actions that can be made now, as opposed to eventually.

> *"Nepa understands the importance of helping companies improve execution. With automated and continuously updated data, we target the actions to those in an organization, best able to make the next best action in real time. As far as I know, we are the only one that has succeeded in linking customer data with behavioral data on a continuous basis. This enables our clients, from the front line to executives, to always recognize the financial impact of recommended actions" says Ken Peterson, MD of Nepa USA, Inc. "This is so crucial for businesses struggling to keep up with the rapidly changing buying habits of their customers", Peterson concludes.*