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Nepa helps Dressmann manage their brand in the clothing store jungle

In addition to being a forerunner in clothing sales, Dressmann is also a champion in brand building. Dressmann has now given Nepa the task of introducing the customers' voice in branding in a clear way.

By regularly finding, analyzing and delivering exactly the insights expressed by customers' expectations and behaviors, Dressmann is on a mission to find out exactly how their advertising and marketing activities affect both the brand and sales trends in Sweden, Norway, Finland and Austria.

"These are insights needed to make the right business decisions and to be able to act effectively in a store," says Fredrik Östgren, CEO of Nepa. "In addition to customer insights, we also look closely at competitors, trends, and other important market conditions so that Dressmann always has a complete view of its prerequisites. A view that often looks different depending on the market," Fredrik continues.

Marketing is a part of a strategic puzzle in Dressmann's business. New decisions are taken on a regular basis for marketing to help build the brand in the desired way and at the same time affect sales in a positive way.

"As we live in a digital world where consumers are given a wealth of options to choose from and many ways to consume media content, our ability to capture and analyze opinions and customer behavior is a huge competitive advantage," says Elin Finnström, Communication and Digital Marketing Manager at Dressmann. "We want to optimize our marketing ROI and we want to understand if our brand platform is up to date. The insight we get through Nepa allows us to act quickly – when and where it's needed," Elin concludes.

For more information:

nepa.com/ or contact Deputy CEO and CFO P-O Westerlund,
p-o.westerlund@nepa.com +46 706 404 824.

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