
Nepa and Touch-A-Prize Announce new Partnership for Experience and Engagement

Nepa data and analytics to help enhance Customer Experience and Engagement for Touch-A-Prize's Sports Teams, Retailers

NEW YORK, NY (May 14, 2019) – Nepa, a leading Consumer Science company offering customer experience and marketing optimization solutions, and Interactive Marketing Promotions DBA Touch-A-Prize specialist in consumer engagement are joining to provide data and analytics to enhance the Customer Experience for Touch-A-Prize sports team, venue, and retail clients, it was announced today. Touch-A-Prize creates and hosts games and other events, supporting brand awareness and collecting accurate data and analyzing this consumer data to help customers drive sales.

The Nepa and Touch-A-Prize agreement includes teams and venue events where the two will join to capture valuable insights into customers and the Customer Experience, allowing for quick and immediate actions to help improve the event-going experience.

With retailers, the partnership will focus on providing improved data collection in-store traffic and will create a system of engagement that allows customers to receive benefits in exchange for contact information that can be used to build and enhance loyalty programs. The initiative will allow for immediate on-site feedback from the customer along with a deeper understanding of the customer experience following the visit to the location. For sports, the partnership will focus on identifying walk up fans, group members and corporate seats. This will allow the teams to build databases by identifying and building a profile of who is in a certain seat.

“Nepa is a true innovator in the capture and analysis of Customer Experience data, and we’re delighted to partner with them to bring these new programs to our clients,” said Bob Kames, President at Touch-A-Prize. “Together, we believe we can add significant value for our clients.”

“Touch-A-Prize provides a truly exciting and engaging service to its customers through its unique contests and events,” said Ken Peterson, Managing Director, US at Nepa. “We look forward to working with them to help them better understand what motivates their customer base, and to using our analytics to provide the kind of insights that will make that experience even better.”

About Touch-A-Prize

Interactive Marketing Promotions, LLC (“IMP”), a Wisconsin limited liability company, and its principals have developed a means for companies to utilize promotional games, making marketing efforts more effective, measurable, and compelling to the consumer. IMP develops customized smart phone, tablet, kiosk, online, scoreboard and location-based games using the Touch A Prize platform, a process patent pending proprietary digital marketing & promotions engine. (TAP) These games engage consumers, giving them a chance to win insured prize money (up to \$1 million) and other prizes, enable teams to promote sports arena sale items (e.g., team merchandise) and Turn Fans Into Fanatics™

About Nepa

Headquartered in Stockholm, with offices in Norway, Finland, Denmark, UK, USA and India, we help some of the world's most reputable brands in more than 50 countries to optimize customer experience investments and get more effect out of their marketing and sales. Nepa has been awarded

DI Gasell's award for organic fast-growing companies in 6 of 7 years since 2011 The company is publicly traded at the Nasdaq First North Stockholm stock exchange since 2016. Erik Penser Bank AB is Nepa's Certified Adviser (phone: +46 8-463 83 00, e-mail: certifiedadviser@penser.se).

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