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Nepa intensifies its strategic transformation and initiates a global cost savings program

STOCKHOLM, Sweden – Nepa, a leader in marketing intelligence and brand analytics, providing actionable insights to accelerate brand building and drive sales through marketing effectiveness, intensifies its strategic transformation. The Company plans to revise the current organization and initiate a global cost savings program primarily relating to existing business units and delivery support, but also development and overhead functions. It will potentially affect around 30 employees.

The global cost savings program is expected to reduce circa SEK 24 million of personnel costs and other external costs on an annual basis, gradually visible already in the first quarter of 2023. It is expected to result in a restructuring charge of SEK 8 million in the fourth quarter of 2022.

“A transformation of the existing organization by the separation of sales and advisory will enable us to accelerate our journey towards scalable growth. We stand firm in our long-term strategy and anticipate sustainable long-term effects of accelerating this transformation. However, we are conscious about the fact that the initiated global cost savings program will affect some of our colleagues. We will do whatever we can to support them through this,” says Ulrich Boyer, CEO.

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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 First North Growth Market and has been publicly traded since 2016.

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