

Nepa AB announces launch of its Initial Public Offering

Press release, Stockholm April 12th 2016

The board of directors of Nepa AB (publ) announced today that they have filed a registration for an initial public offering of 1 648 351 common shares. The shares are expected to begin trading on the Nasdaq First North exchange on April 26th 2016 under the symbol "NEPA".

Nepa expects the IPO to raise approximately 75 MSEK with a post money valuation of approximately 325 MSEK. 62 percent of the rights issue has already been guaranteed by a select number of institutional and private investors (on the same terms and conditions as all other investors). In addition Öhman Fonder have entered a non-binding agreement to subscribe to 219 780 shares in the offering.

Nepa was founded with the goal of changing a traditional industry and creating a truly global company. Since Nepa's inception in 2006 it has been one of Sweden's most innovative and fastest growing companies, showing an average annual growth rate of 25%. In the fall of 2015 the company was recognized by Dagens Industri, Sweden's largest daily business newspaper, as a Gazelle company (one of the countries fastest organically growing, and profitable, businesses) – for the fifth year running.

Today, with more than 350 clients that are serviced in over 50 countries from offices in Stockholm, Helsinki, Oslo, Copenhagen, London, Mumbai, Singapore (rep), and Shanghai (rep) - Nepa are well on its way to achieving the global ambition.

In order to help companies navigate in an increasingly digital and customer-centric world, and to create the research firm of the future, Nepa has developed and launched the ActionHub®, its fastest growing product to date. The ActionHub® is a platform for trigger-based research, i.e. surveys are triggered by store-visits, purchases, online activity or any other kind of customer behaviour that can be registered. What makes the ActionHub® noteworthy is the possibility to combine different data sources which means that insights and actions can be assigned a financial value. For example, an improvement in customer satisfaction with a certain product, service or department can be translated into actual dollars and cents. The ActionHub® bridges the gap between insight and action and optimizes prioritisation between customer suggestions. Nepa's systems always focus on the business issue at hand instead of adding superfluous data structures – Big Data, without the headaches. Nepa's platform is available online and provides information to all relevant parts of the organisation in real time.

Nepa has received a fantastic response from the market regarding the ActionHub® platform and some of the world's largest and most well-known companies are already on the client list.

The IPO and associated rights issue will enable Nepa to roll out the ActionHub® on a global market.

If you have questions, please contact:

Fredrik Östgren, CEO
+46 733 345 069
fredrik.ostgren@nepa.com

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

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