

Questback announces rapid international expansion into the UK, the Netherlands and Germany

Oslo, November 23, 2021

Questback, the leading provider in the Nordics of employee and customer experience solutions, today announced the next steps of a rapid international expansion.

After launching in the UK early November, Questback is happy to announce an expansion into the Netherlands with key hire Dylan De Haardt that will set up the Questback offices in Amsterdam.

With an already strong portfolio of customers in the company's core European markets, establishing local presence follows a clear strategy of building close and personal relationships with customers.

– Our rapid European expansion is driven by our strong belief in local presence and building strong customer relationships in the markets where we act, says Saeid Mirzaie, CEO of Questback

The Netherlands, with its reputation as a European tech hub, is a core market in the company's future growth plans.

– With the rise of remote work and the quick adoption of new technologies seen in the Netherlands, I'm a strong believer in the Questback solutions way of helping organizations adapt to this new reality fueled by insights from feedback, says Dylan De Haardt, Customer Success Manager in the Netherlands.

With initial presence in the UK and the Netherlands, the company is now finalizing preparations for setting up a local office in Germany by the end of the year.

– Germany is a core market for experience management in Europe. We see great potential in getting closer to our German customers as well as expanding our new sales efforts in this market, says Saeid Mirzaie, CEO of Questback

Questback's European expansion is driven by the potential in the markets and local presence. Being able to find and recruit local top talent has therefore been a priority.

– We are very happy with the talent we have been able to recruit in these markets. It all starts with people and being able to recruit this kind of talent to our team speaks to the strength of our offering both as a product and as an employer, says Saeid Mirzaie, CEO of Questback.

The company has since its listing on Euronext Growth in August 2021 actively pursued an agenda for organic growth and opened for acquisitions of companies in the same industry.

Questback is a leading provider of SaaS solutions for employee and customer feedback. The company was founded in 2000 and was listed in August on the Euronext Growth exchange in Oslo. Find out more about Questback at [Questback.com](https://www.questback.com).

For more news and press releases: <https://www.questback.com/ir/>

Contacts:

CEO

Saeid Mirzaei

+46 73 341 44 07 saeid.mirzaie@questback.com

Investor Relations

John Edminson, CFO

+47 952 16162 investor@questback.com

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