Company presentation

September 2022

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Europris - Norway's #1 discount variety retailer

Customers
- 35 million customer transactions in 2021
- Widely recognised brand and price position[1]
- Increasing market share and gaining new customers

Marketing
- 1 million leaflets in distribution
- 0.7 million subscribers to digital newsletter
- 1.1 million members in the MER customer-club

Stores
- Cost-efficient locations and operations
- 100% of like-for-like (LFL) stores profitable in 2021
- Track-record of 10-15 new or relocated stores p.a.

Logistics
- More than 40 years of wholesaler experience
- Efficient set-up and nationwide reach
- New modern central warehouse from mid-2019

Sourcing
- From more than 30 countries
- Pan-Nordic agreement with ÖoB and Tokmanni

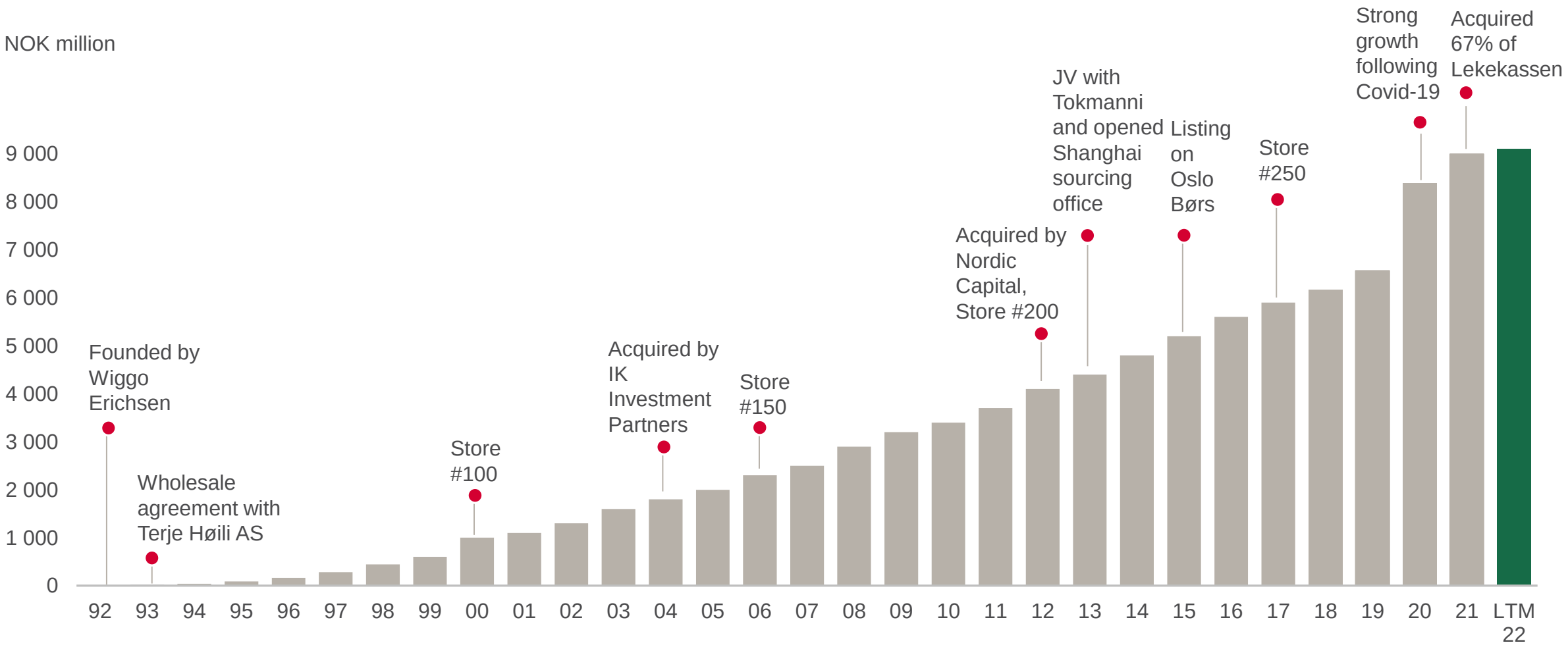


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Stores

[1] Mediacom Brand Tracker 2021

30 years of consecutive growth

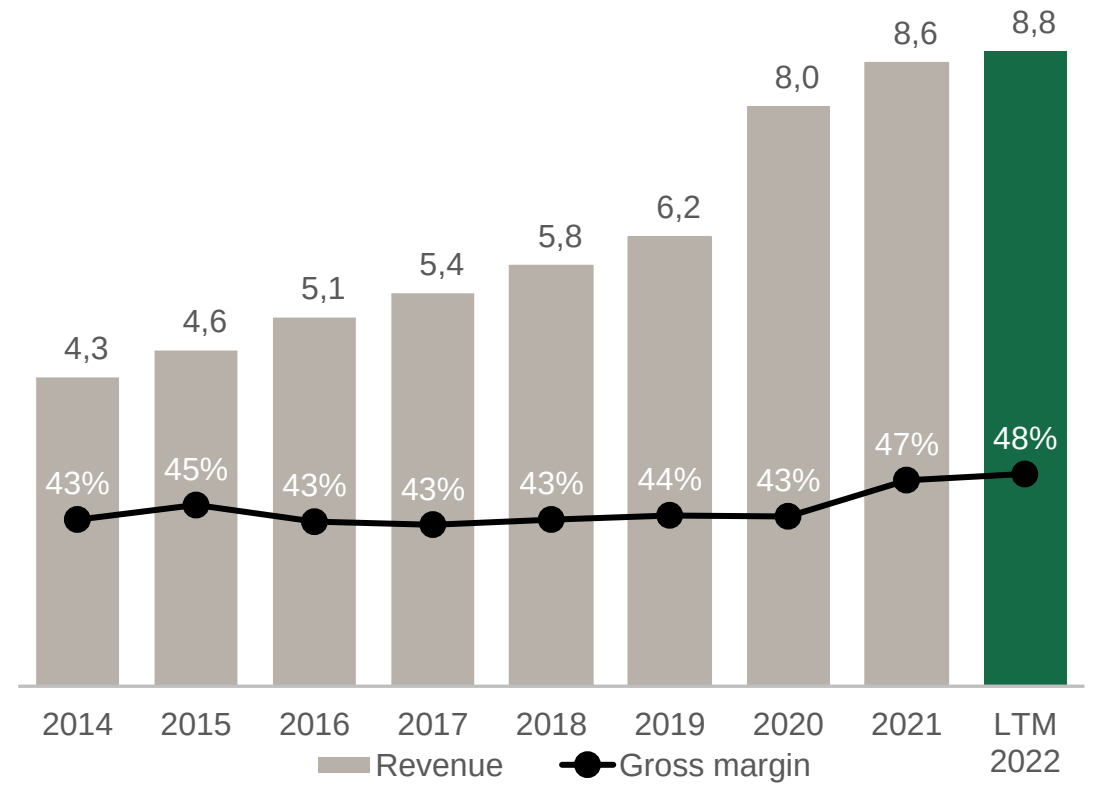


1992-2020: Europris chain sales (all stores, both directly operated by the group and the franchise stores)
2021: Europris chain sales, Lunehjem (consolidated as of March 2021) and Lekekassen (consolidated as of August 2021)
LTM 2022: Europris chain sales, Lunehjem and Lekekassen as of 30 June 2022

Strong performance driven by solid merchandising

- Revenue growth:
  - Solid performance in existing stores
  - Store expansion
  - E-commerce
  - Positive revenue effects from Covid-19
- Gross margin:
  - Sourcing partnership
  - Positive contribution from fixed freight agreement
  - Category upgrades drive margin improvement

Revenue and gross margin*

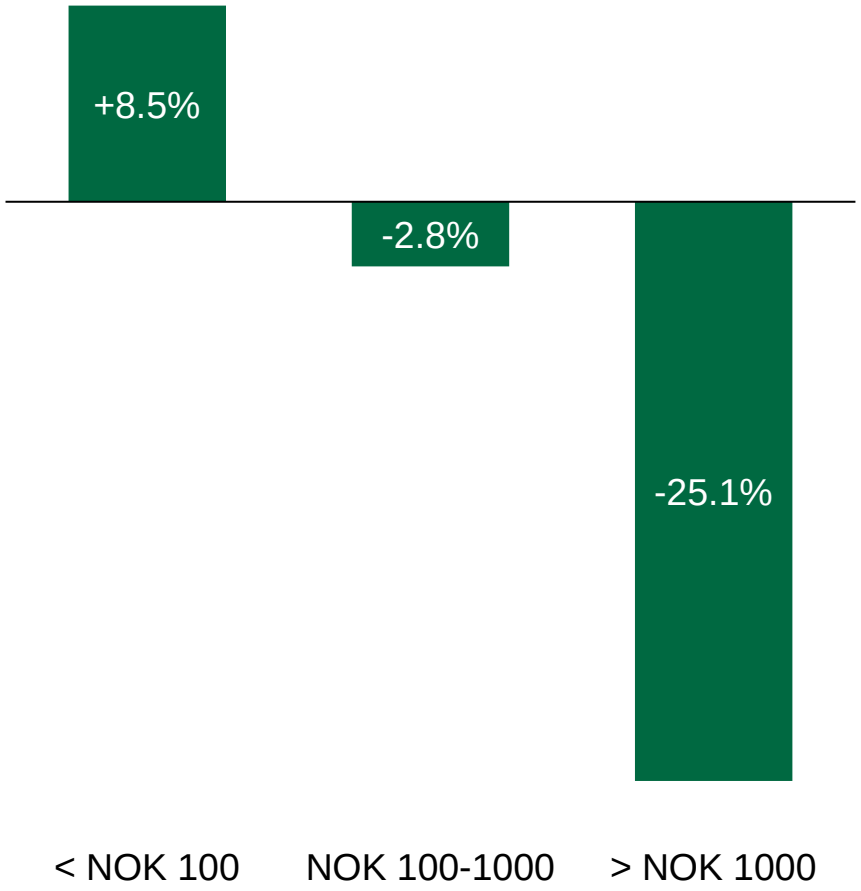


* For the period 2014-2019, the Europris group reported adjusted gross margin, which did not include unrealised foreign exchange effects. From 2020 the gross margin includes the unrealised foreign exchange effects.

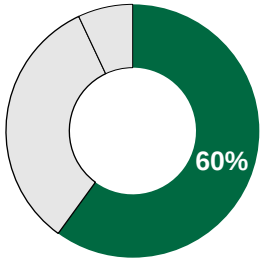
Sales growth for low-price items

Europris Q2-22

Sales development per price point

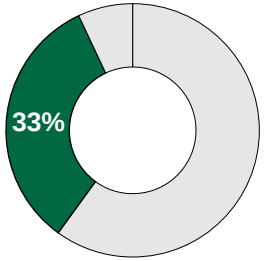


Share of sales



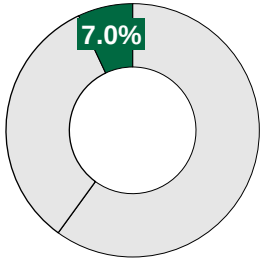
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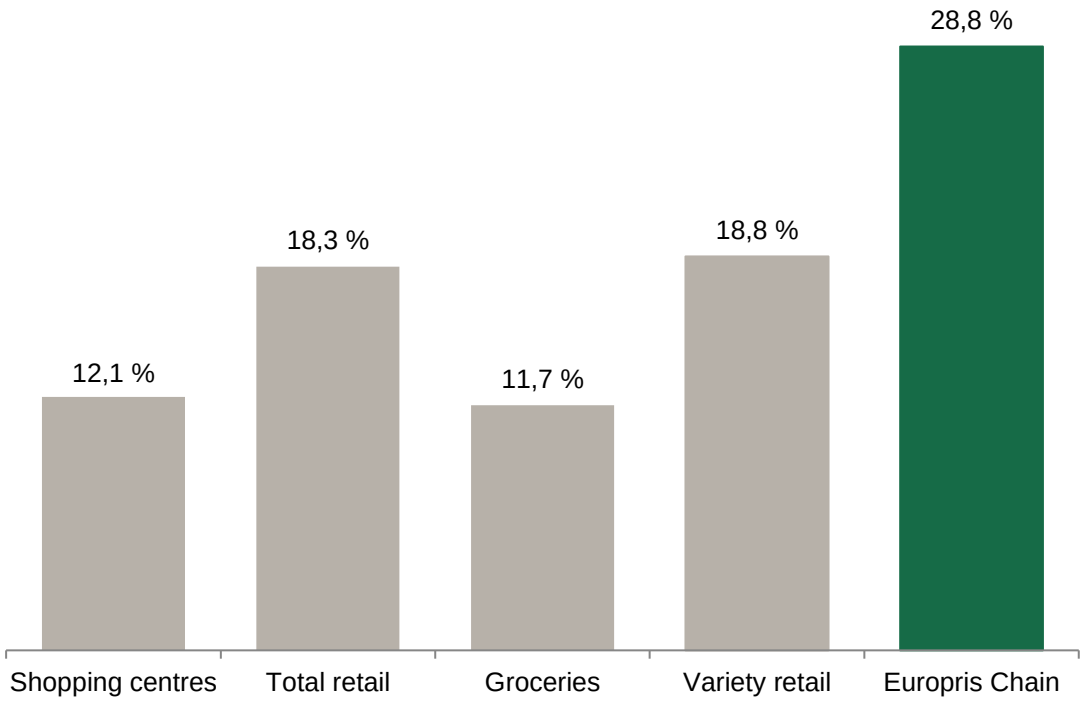


Figures are for the second quarter

Outperforming the general market

- Overall strong market performance last three years
- Strong development for total retail segment
  - Closed borders
  - Increased consumption in private households
  - Shopping centres more heavily affected by social distancing and temporary closure of stores
- Europris has significantly outperformed the market during Covid-19
  - Unique range of quality products at low prices

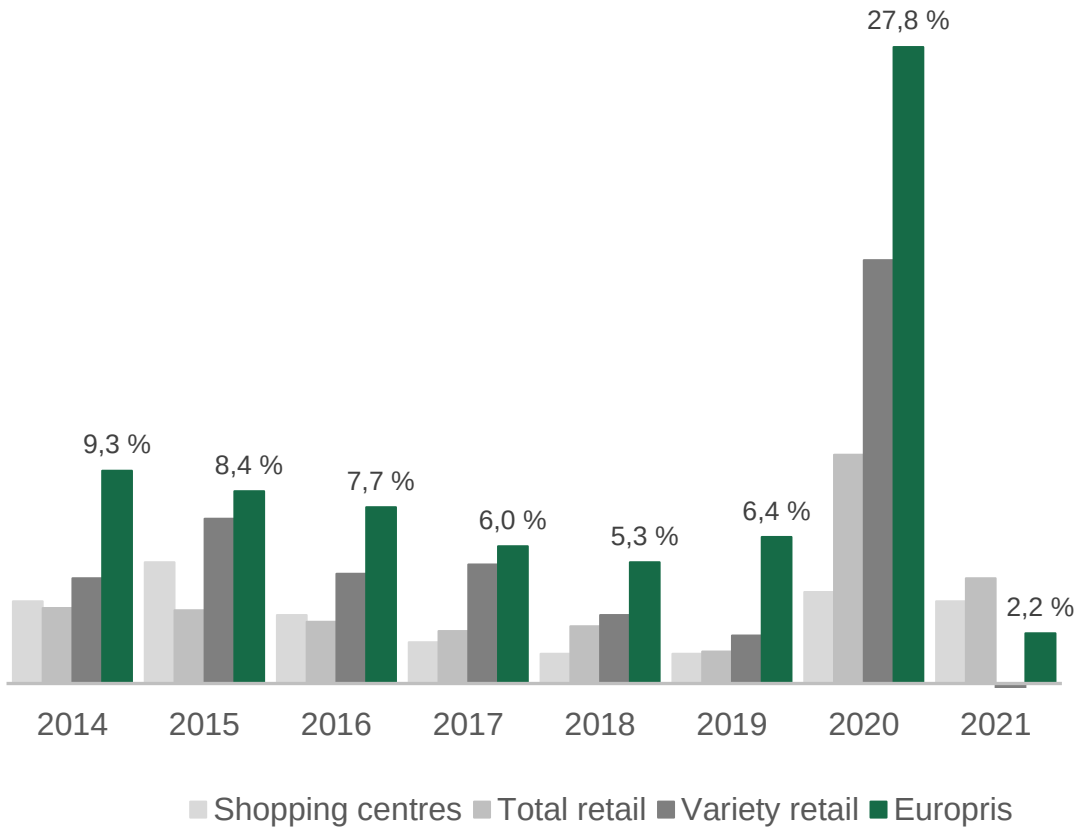
Retail sales development per June, three-year-stacked (%)*



* Source: Kvarud analyse, Shopping Centre Index, Virke retail index (using figures reported by statistics Norway)
Note: Europris chain is all stores, both directly operated by the group and the franchise stores

Europris with a competitive edge and strong concept

Continuously expanding market share[1,2,3]



Market leader in Norway driven by a strong brand[4]

#1 price perception

100% brand recognition

[1] Europris chain figures
[2] Kvarud Analyse: Norwegian shopping centre index
[3] Virke retail index (using figures reported by statistics Norway)
[4] Mediacom annual market survey

Strategic focus areas



Strengthen price and cost position

Improve customer experience

Drive customer growth

Strategy well anchored in dedicated organisation

- Highly dedicated and loyal employees
  - Most important asset in Europris
  - Wellbeing and job satisfaction at an all time high
- Develop long and meaningful careers
  - Training of employees
- Key focus areas
  - Equal opportunities
  - Constructive working environment
  - Health and safety in the workplace
  - Business ethics and anti corruption

Our values



- ✓ Positive attitude
- ✓ Pro-active
- ✓ Clear
- ✓ Business oriented
- ✓ Simple


Be the *best* discount
variety retailer *in Europe*
Europris

Q&A