Company presentation

March 2023

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Norway's #1 discount variety retailer

- Strong brand and loyal customer base
- Low prices and powerful marketing and campaign engine
- Proven category management model
- Expanding store network and e-commerce operation



277
stores

30 years of growth



Note: sales for the Europris chain (directly operated and franchise stores), Lunehjem (consolidated as of March 2021), Lekekassen (consolidated as of August 2021) and the Strikkemekka group (consolidated as of July 2022)

Powerful marketing and campaign engine

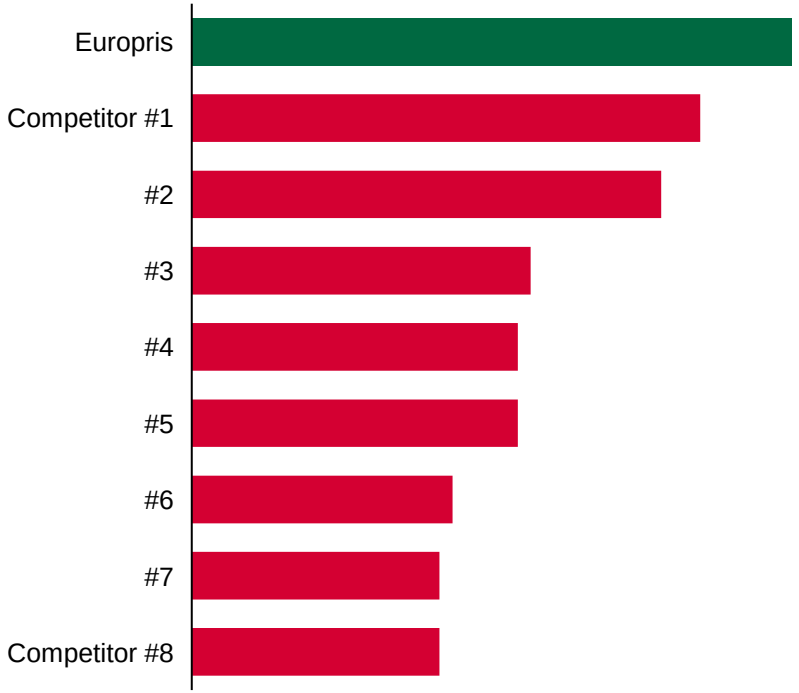
Prices for our front-page products are unbeatable …



Weekly leaflet with circulation to
about 1 million households

… and customers know it

Where do you think you can get a bargain[1]?



[1] MediaCom Brand Tracker 2022, across Europris, Clas Ohlson, Nille, Jysk, Biltema, Coop OBS, Normal, Rusta and Jula

Established price leadership

Well positioned in current tough market environment

- Low-price concept well suited for the current tough market environment

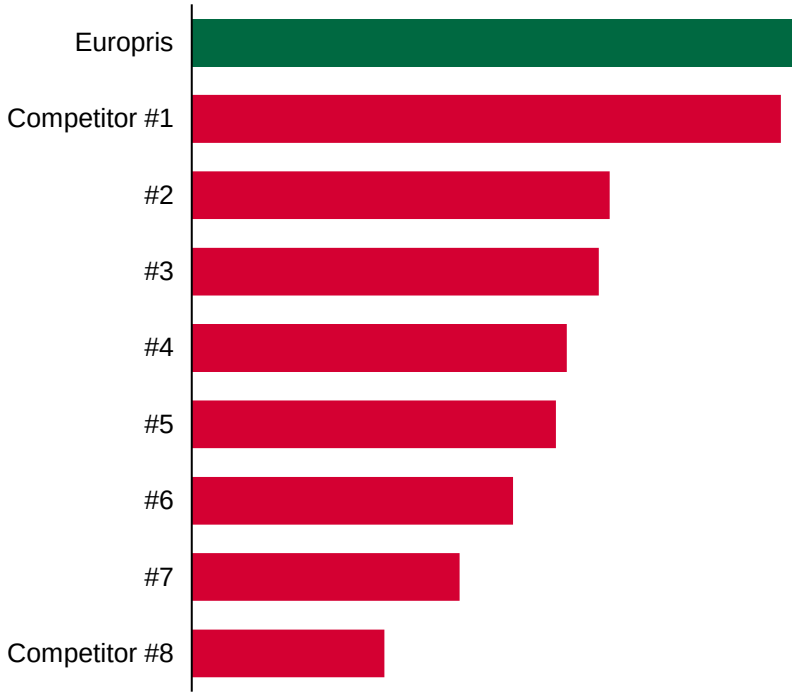
  → Consumer confidence at low levels, with inflation and interest rates reducing disposable household incomes

- Has further sharpened the focus on daily consumables with low price points

  → Entered the fourth quarter well stocked and ready for the important seasons

Recognised as a price leader

Which chains do you think have generally low prices[1]?



[1] MediaCom Brand Tracker 2022, across Europris, Clas Ohlson, Nille, Jysk, Biltema, Coop OBS, Normal, Rusta and Jula

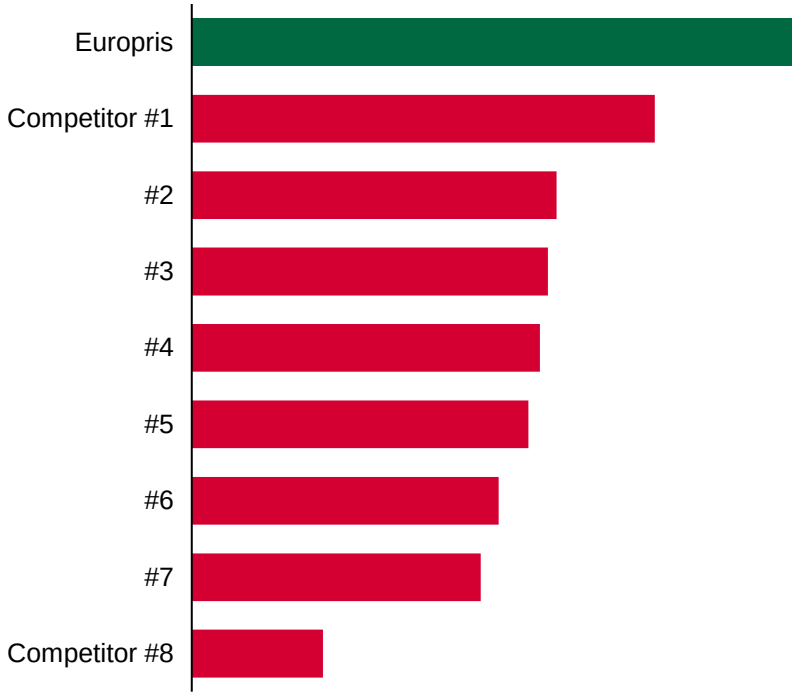
Champion of the seasons

Seasonal campaigns and store layouts aligned



Shifting focus according to seasons

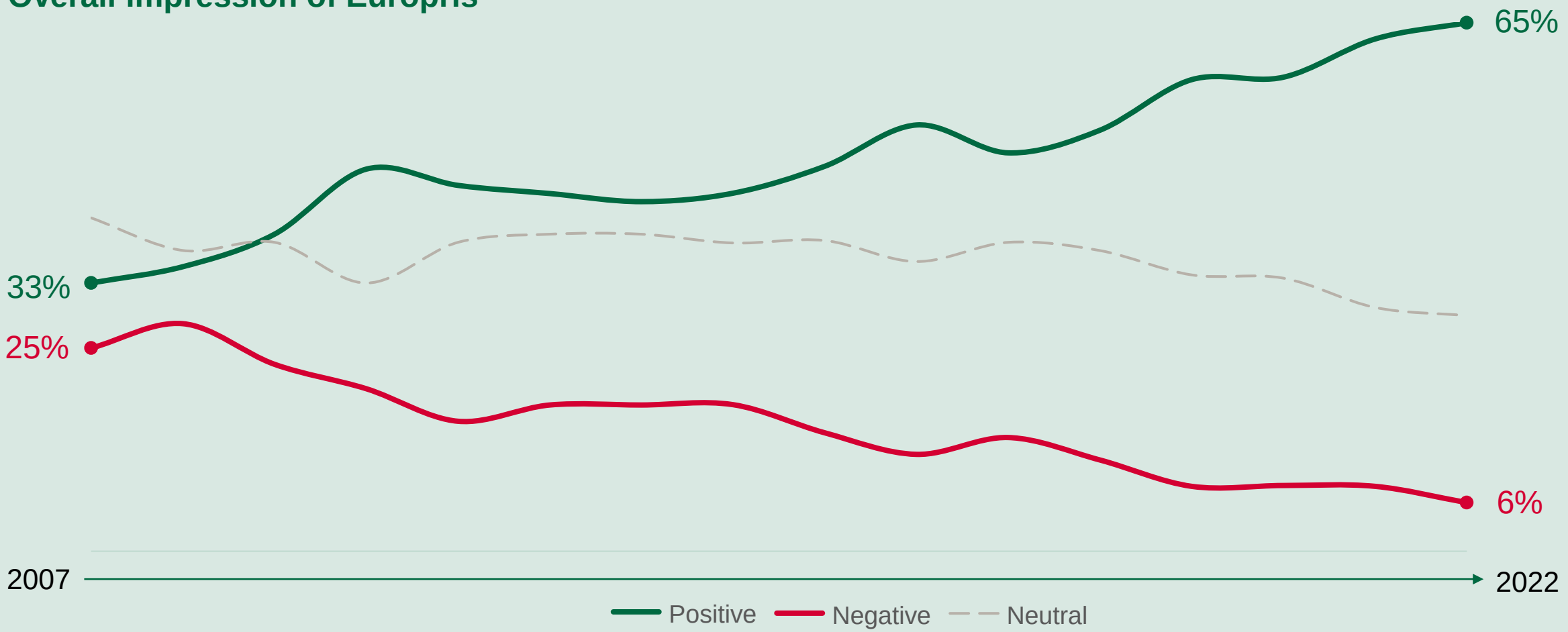
Which chains do you think have a seasonal range[1]?



[1] MediaCom Brand Tracker 2022, across Europris, Clas Ohlson, Nille, Jysk, Biltema, Coop OBS, Normal, Rusta and Jula

Strong and improving customer impression

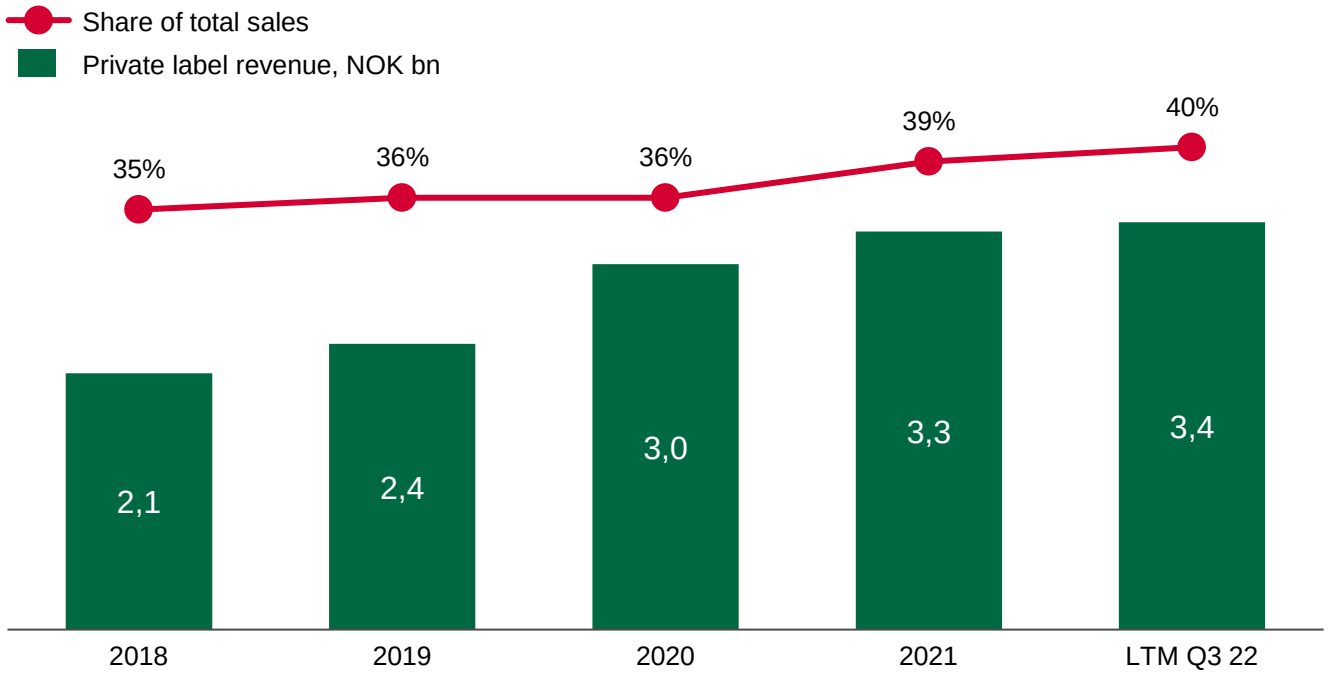
Overall impression of Europris[1]



[1] MediaCom Brand Tracker from 2007 to 2022

Private labels support growth

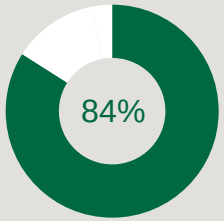
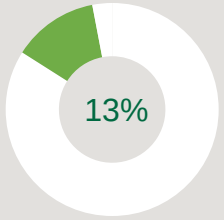
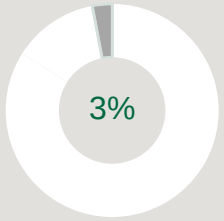
Private label revenue and share of total sales



Private labels add variety, new price points and sustainable alternatives
→ **increasing growth and improving gross margins**

Note: Europris chain (directly operated and franchise stores)

Current focus on products with low price points

	Product examples	Share of sales[1]	YoY growth January-November 2022
Low price point NOK <200			+1.4%
Medium price point NOK 200-1,000			-0.7%
Higher price point NOK >1,000			-23.1%

[1] Sales for the Europris chain (directly operated and franchise stores), January-November 2022

Our key strategic focus areas

