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Europris ASA - Bookbuilding successfully completed - Offer shares priced at NOK 45 per share

Fredrikstad, 19 June 2015; Europris ASA ("Europris", the "Company", ticker EPR) announces the successful completion of the bookbuilding period for the initial public offering of the shares (the "Offering") of Europris.

"We are very proud of the strong interest we have received from both the institutional and retail investors. This is a testimony to the successful development of Europris over the last years. We are now entering a new chapter in Europris' history. We look forward to continuing to develop Europris as a publicly listed company together with our existing and new shareholders," comments CEO, Pål Wibe.

In summary:

- Europris will issue 18,888,888 new shares in connection with the Offering. Consequently, there will be 166,968,888 shares in issue following the issuance of the new shares. The proceeds of approx. NOK 850 million will be used by the Company to pay the redemption amount for existing preference shares, repay an existing shareholder loan and pay for its portion of the transaction costs.

- The selling shareholders will sell 64,595,556 shares in the Offering, representing approximately 38.7% of the shares of Europris following issuance of the new shares. NC Europris Holding B.V. (an entity controlled by Nordic Capital Fund VII) ("Nordic Capital") will sell 62,069,090 shares in the Offering, thus retaining an ownership in Europris of 45.9%, provided that the over-allotment option granted to the Joint Bookrunners, as set out below, is not exercised. Should the over-allotment option granted to the Joint Bookrunners be exercised in full, Nordic Capital will retain an ownership in Europris of 38.4%.

- The Joint Bookrunners have over-allotted 12,522,666 shares, representing approximately 15% of the number of shares sold in the Offering before over-allotments, and exercised their option to borrow 12,522,666 shares from Nordic Capital for the purposes of covering over allotments.

- The shares are priced at NOK 45 per share. Investors in the employee offering will receive a discount of NOK 1,500 per investor on the aggregate amount payable for the shares allocated to such investors.

- The offer price at NOK 45 per share implies a market capitalisation of Europris of approximately NOK 7.5 billion.

- Trading in the shares of Europris on the Oslo Stock Exchange will commence on 19 June 2015 on an "if sold/if issued" basis (conditional trading), as further described in the separate stock exchange notice regarding conditional trading published today.

"The outcome of the Offering really shows the strength of Europris' market position and business model as well as its prospects for further value creation. Nordic Capital is proud to see that the business' development and the outstanding work of the management are valued by the market. After this successful Offering, Nordic Capital looks forward to continuing its support of the Company together with the new shareholders," says Michael Haaning, Partner in NC Advisory A/S, advisor to the Nordic Capital funds.

A total of 96,007,110 shares (including over-allotted shares) were allotted in the Offering, of which 93,784,892 of the shares were allotted to investors in the institutional offering, 225,745 of the shares were allotted to investors in the retail offering, and 1,996,473 of the shares were allotted to investors in the employee offering. Following completion of the Offering, the Company will have in excess of 1,300 shareholders.

Notifications of allotted shares and the corresponding amount to be paid by investors are expected to be communicated to the investors on or about 19 June 2015. Investors having access to investor services through their VPS account manager will be able to check the number of shares allocated to them from approximately 08:30 hours (CET) on 19 June 2015. The Joint Bookrunners may also be contacted for information regarding allocation.

Nordic Capital has granted the Joint Bookrunners an over-allotment option, exercisable by ABG Sundal Collier ASA as stabilisation manager within 30 days from the date hereof to cover over-allotments made in connection with the Offering or short positions arising from stabilization transactions. A separate disclosure will be issued by the stabilisation manager regarding the over-allotment and stabilisation activities.

Joint Global Coordinators and Joint Bookrunners

ABG Sundal Collier Norge ASA and Goldman Sachs International are acting as Joint Global Coordinators and Joint Bookrunners in the Offering; Skandinaviska Enskilda Banken AB (publ.), Oslo branch, and Merrill Lynch International are acting as Joint Bookrunners in the Offering. Moelis & Company is acting as advisor to the Company and Nordic Capital.

Advokatfirmaet Selmer DA and Latham & Watkins (London) LLP are acting as legal advisors to the Company and Nordic Capital. Advokatfirmaet Thommessen AS and Cleary Gottlieb Steen & Hamilton LLP are acting as legal advisors to the Joint Bookrunners.

Sale and allocation of shares for primary insiders

In connection with the Offering, the primary insiders of the Company, and/or closely related parties to the primary insiders, listed in the * attached document have sold shares in the Offering, all on the terms set out in the prospectus dated 5 June 2015.

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About Europris ASA

Europris is Norway's largest discount variety retailer by sales with Company revenue of NOK 4.3bn in 2014. The Company offers its customers a broad assortment of quality owned brands and brand name merchandise. The Company's merchandise is sold through the Europris Chain, which consists of a network of 223 stores throughout Norway, 159 of which are directly owned by the Company and 64 of which operate as franchise stores. The Company's headquarters are located in Fredrikstad, Norway. As of 31 March 2015, the Company employed approximately 2,000 full-time and part-time employees.

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Stabilization/FCA.
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This announcement does not constitute a recommendation concerning the Offering. The price and value of securities and any income from them can go down as well as up. Past performance is not a guide to future performance. Information in this announcement or any of the documents relating to the IPO cannot be relied upon as a guide to future performance. There is no guarantee that the listing on Oslo Børs will occur and you should not base your financial decisions on the Company's intentions in relation to the listing at this stage. Potential investors should consult a professional advisor as to the suitability of the IPO for the entity concerned. Goldman Sachs International and Merrill Lynch International each of which is authorised by the Prudential Regulation Authority ("PRA") and regulated by the PRA and the Financial Conduct Authority ("FCA"), ABG Sundal Collier Norge ASA, which is authorised and regulated by the Financial Supervisory Authority of Norway (the "Norwegian FSA"), and Skandinaviska Enskilda Banken AB (publ.), Oslo Branch, which is authorised and regulated by the Swedish Financial Supervisory Authority, i.e. Finansinspektionen, and the Norwegian FSA, are acting exclusively for the Company and no one else in connection with the IPO.

In connection with the IPO, the Joint Bookrunners and any of their affiliates, may take up a portion of the Shares in the IPO as a principal position and in that capacity may retain, purchase, sell, offer to sell for their own accounts such securities and other securities of the Company or related investments in connection with the IPO or otherwise. Accordingly, references in the Prospectus to the securities being issued, offered, subscribed, acquired, placed or otherwise dealt in should be read as including any issue or offer to, or subscription, acquisition, placing or dealing by, the Joint Bookrunners and any of their affiliates acting as investors for their own accounts. The Joint Bookrunners do not intend to disclose the extent of any such investment or transactions otherwise than in accordance with any legal or regulatory obligations to do so.

None of the Joint Bookrunners or any of their respective affiliates or any of their respective directors, officers, employees, advisors or agents

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