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Europris IPO - Update on bookbuilding

Oslo, 9 June 2015; Europris ASA ("Europris", the "Company", ticker code "EPR") announces that further to the initial public offering of shares (the "Offering") of Europris, the Company has been informed that the Joint Bookrunners in the Offering have received orders such that the Offering is oversubscribed within the indicative price range for the maximum potential deal size including over-allotments.

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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

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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, once published, 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.

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