Fredrikstad, 10 November 2016: Europris (OSE: EPR) today opened a new store at Grasmyr in Bamble, in the county of Telemark. Today's store opening brings the extensive network of stores to 239.

Europris has opened eleven new stores in 2016. One store was closed in September, resulting in a net new store count of ten for the full year. All efforts are now concentrated on managing the important Christmas selling period.

- *Growth is the number one priority for us, and we are satisfied to have opened eleven new stores this year. With a strong pipeline of thirteen new locations already secured for 2017, we are well placed to continue the group's solid development next year, says CEO Pål Wibe.*

Europris' extensive network of 239 stores covers all counties in Norway. Continued expansion of the store portfolio in both rural and urban areas is an important part of Europris' current growth strategy, targeting 270 stores by the end of 2020.

For additional information, please contact:

Martin Bjørklund, IR Director

Telephone: +47 48 40 51 97

E-mail: ir@europris.no