Fredrikstad, 8 June 2018: Europris ASA (OSE: EPR) is pleased to announce that it has successfully launched its online shop this week.

"Customers now have access to Europris leading discount retailer offering online. After a couple of clicks they can enjoy home deliveries across Norway" says CEO Pål Wibe, adding "we now leverage our powerful physical presence when we expand and become a omnichannel retailer. A huge potential undoubtedly exists for us within ecommerce over time. Our concept is unique in that people expect to find "everything" when they visit one of our stores - as long as it provides good value."

With the opportunities provided by online shopping, Europris is no longer limited by number of stores and the physical space in the stores. This makes it possible for Europris to extend its offering. While the physical stores continue to be Europris main channel for the foreseeable future, the groups growth strategy remains firm and the discount variety retailer expansion now continues in two areas, both through physical stores and its new online channel.

"Over time, the flexibility of our discount offering allows us to create a strong omni-channel retailer with a large network of stores conveniently located where our customers live, while offering a wide online range of good-value products across multiple categories" Wibe concludes.

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