Fredrikstad, 27 August 2018: Europris (OSE: EPR) has appointed Maria Borge Andreassen as Director of Strategy and Business Development. She comes from Orkla ASA where she has held various management positions during the past five years, most recently as Marketing and Innovation Director. She will take up her new role in Europris on December 1 2018.

"I am very excited to get Maria on-board as a key member of my Senior Management Team, says CEO Pål Wibe. Maria has a very interesting background combining leading-edge management consulting and retail industry experience. She will fit very well into the Europris culture with her passion for retail, strong relationship skills and likeable personality."

Maria Borge Andreassen will commence her employment with Europris on December 1 2018. Prior to her appointment as Director of Strategy and Business Development, she served as Marketing and Innovation Director and as Corporate Business Advisor to the President and CEO of Orkla ASA. Prior to this, Mrs Borge Andreassen spent five years working as a consultant in McKinsey & Company. She holds a bachelor in Business Administration from the University of Strathclyde and a MBA from INSEAD. Maria Borge Andreassen is a Norwegian citizen and resides in Norway.

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