Fredrikstad, 5 December 2018: Europris (OSE: EPR) is hosting a capital markets day in Oslo today, where management will provide an update on the company's strategy and financial development and discuss the market and company outlook.

The full-day event includes presentations by CEO Pål Wibe, CFO Espen Eldal, and logistics director Pål Christian Andersen. Europris' Swedish retail partner ÖoB will also be presented by CCO Meta Persdotter and chief procurement and logistics officer Mikael Demitz-Helin.

Strategic development

Since Europris was founded in 1992, the retail industry has been through several structural changes. E-commerce is now increasing its share of international and domestic retail markets. At the same time, people continue to value in-store shopping and experiences. In order to understand and meet customers with relevant offerings in their channel of choice, be it in-store or online, retail companies are adapting and evolving.

In this changing retail landscape, discount variety retailing is thriving, reflected in over 30 million annual customer transactions for Europris alone. Growth in discount variety retailing is outpacing the general retail market in Norway and other comparable markets internationally.

Europris has delivered more than two decades of consecutive growth and high profitability in this market. Today, Europris is the number one discount variety retailer in Norway with 257 stores and a widely recognised brand and price position.

Going forward, Europris plans to cultivate its leading position and continue to grow revenue and earnings by emphasising three strategic focus areas:

* strengthen price and cost position: a relentless search for efficiencies

* improve customer experience: continued development and strengthening of concept

* drive customer growth: bridging digital opportunities and physical stores

Financial and operational ambitions

The long-term financial and operational ambitions presented by Europris at today's capital markets day are as follows.

* Growth: continue to deliver like-for-like growth above the market over time

* Number of new stores: target opening an average of five new stores net per year, depending on availability of locations which meet strict return requirements, potential for relocations, expansion and refurbishment activities

* EBITDA: increased EBITDA margin over time from improved sourcing and a more cost-effective value chain

* Dividend: dividend policy of 50-60% pay-out of net profit while maintaining an efficient balance sheet

CEO comments

Commenting on Europris' strategic development, CEO Pål Wibe said:

"Our ambition is to be the best discount variety retailer in Europe. We will leverage a strong established culture, be uncompromising on our low-price position and search relentlessly for efficiencies."

"The new warehouse and the pan-Nordic sourcing platform are key initiatives which will strengthen our price and cost position together with continuous concept development. Over time, we plan to open five new stores per year and will increase the attention we devote to relocating existing stores to new and better properties. Together with further development of our e-commerce platform, this will provide customers with easier access to a wider range of products where they want and when they want."

Presentation, lunch and store visit

* Felix Konferansesenter, Bryggetorget 3, NO-0250 Oslo, Norway.

* Registration at the event from 08:30 CET and presentations from 09:00-11:30 CET.

* Lunch will be served from 11:30 CET.

* Site visit to the Europris store at Lambertseter in Oslo from 12:30 CET. Bus transport will be provided.

Webcast

The presentations will be held in English and transferred via live webcast, available through the company's website at www.europris.no/corporate. It will be possible to ask questions via the webcast. All presentations will be made available for download on the website on the day of the event.

Presentation material

Please find attached the presentations used at the capital markets day. They are also available on the company's website at www.europris.no/corporate.

For further information, please contact:

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About Europris:

Europris is Norway's largest discount variety retailer by sales. 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 257 stores throughout Norway. Of these, 219 are directly operated by the company and 38 operate as franchises. The company's headquarters are located in Fredrikstad, Norway. For more information, please visit www.europris.no/corporate.

This information is subject of the disclosure requirements pursuant to section 5 -12 of the Norwegian Securities Trading Act.

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