Fredrikstad, 21 March 2019: Europris (OSE: EPR) opened a new store today at the Gunerius Centre in downtown Oslo. This brings the company's extensive network of stores to 259.

Today's store opening is the first in 2019. The company has a robust pipeline of new stores for 2019 and beyond, with seven new stores expected this year.

"A new era in our history begins today with the opening of Europris City," says CEO Pål Wibe. "I'm really excited about testing out our new city concept. With a sales area of 414 square metres, the focus will be on a smaller range".

"If we succeed in the Gunerius Centre, we'll also look at the possibility of establishing city stores elsewhere in Oslo and in several of the other largest cities in Norway".

Europris' nationwide network of 259 stores covers every Norwegian county. In 2018, the company also launched online shopping, which will make it possible to extend the offering of good-value products across multiple categories.

While the physical stores will continue to be the main Europris channel for the foreseeable future, the group's growth strategy remains unchanged and its expansion in discount variety retailing will continue through both physical stores and the online channel.

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