Fredrikstad, 5 September 2019: Europris (OSE: EPR) opened a new store today in Etne in Hordaland county. This brings the company's extensive network of stores to 264.

Today's store opening is the sixth and final new store to be opened in 2019. The company has a robust pipeline of new stores for 2020 and beyond.

"We're delighted to open a store in Etne which is packed with all you need for the everyday season, providing customers with low prices, convenience and enjoyable shopping experiences," says CEO Pål Wibe.

Europris' nationwide network of 264 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.

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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