Fredrikstad, 29 April 2020: The board of directors of Europris ASA [OSE: EPR] has today appointed Espen Eldal as the new CEO of the company.

Eldal has served for many years as CFO of Europris, and has been acting CEO since 1 April. His appointment will accordingly take immediate effect.

The board has carried out a detailed process in appointing the new CEO, who has been chosen from among a number of highly qualified candidates. In their final assessment, the directors have given particular emphasis to Eldal's knowledge of and experience with the Europris concept, his commercial acumen and his strong support in the organisation.

"This is a good point to bring Eldal in as CEO of Europris," says chair Tom Vidar Rygh. "We've chosen a leader with a solid standing among significant stakeholders at a time when the company holds a strong market position. We're looking forward with optimism and great confidence to the continued development of Europris under Eldal's leadership.

"We're confident that, together with the rest of the management team, he'll carry the business forward in an ambitious and purposeful manner."

"I'm honoured and proud to take on the role as CEO," comments Eldal. "Europris has a solid concept and a fantastic corporate culture, with employees who do far more than the little extra when required.

"In recent years, we've taken important strategic steps to position ourselves in tomorrow's retail sector. Our attention will now be concentrated on continuing the successful voyage we're on, strengthening our price position and improving the customer experience, and expanding both our physical stores and our digital channels."

For further questions, please contact:

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