Fredrikstad, 12 October 2020: Europris (OSE: EPR) has appointed Stina Charlene Byre as its CFO. She comes from Cowi AS, where she has been CFO since 2019. Before joining Cowi, Byre spent 10 years with Orkla, where she held various financial management positions - ending as CFO of Orkla Health Group. She will take up her new role in Europris on a date to be determined later, but no later than 1 April 2021.

"I'm very excited to get Stina on board as a key member of my senior management team," says Europris CEO Espen Eldal. "She has a solid financial background combined with leading-edge management consulting and retail industry experience, and will fit very well into our corporate culture with her passion for retail, strong relationship skills and likeable personality."

"I'm humbled and excited about the opportunity to join the robust Europris team," says Byre. "This is a solid company with a track record of creating growth, and I look forward to being part of the continued journey. I can identify with the Europris values and believe strongly in its strategy."

In addition to serving as CFO for Orkla Health Group, her management positions within finance at Orkla included CFO of Pierre Robert Group and financial manager at Lilleborg. Before her time with Orkla, Byre spent three years as a consultant at McKinsey & Company. She holds an MBA from the BI Norwegian School of Management and Texas A&M University in the USA. Byre is a Norwegian citizen and resident in Norway.

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