Fredrikstad, 26 November 2020: Europris (OSE: EPR) opened a new store today in
Oslo's Løren district. This brings the group's extensive network of stores to
266.

Today's opening is the fourth in 2020, and the second in the company's City
concept. The group has a robust pipeline of new stores for 2021 and beyond,
including both ordinary Europris stores and City concept stores.

"Our first City store at the Gunerius Centre in downtown Oslo, which opened in
March last year, has so far been a success, and I'm really excited about testing
out a second one at Løren," says CEO Espen Eldal. "We'll continue to look at the
possibility of establishing City stores elsewhere in Oslo and in several of
Norway's other large cities."

"I would also emphasise that the safety of our customers and employees is our
top priority in the busiest shopping period of the year."

Europris' nationwide network of 266 stores covers every Norwegian county. In
2018, the group 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 channel in Europris 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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