Fredrikstad, 24 June 2021: Europris (OSE: EPR) opened a store at Xhibition centre in Bergen in Vestland county. This brings the group's extensive network of stores to 268.

Today's opening is the second in 2021, and the third store within the company's City concept. The group has a robust pipeline of new stores for 2021 and beyond. Europris' nationwide network of 268 stores covers every Norwegian county.

"We're very pleased to announce the first Europris City store opening outside of Oslo - at Xhibition centre in the heart of Bergen," says CEO Espen Eldal. "We have great expectations to the City store concept and will continue to explore this exciting opportunity for expansion of the Europris concept."

While Europris also offers online shopping, physical stores will continue to be the main sales 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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