Fredrikstad, 9 September 2021: Europris (OSE: EPR) opened a new store today at Jåttå in Rogaland county. This brings the group's extensive network of stores to 269.

Today's opening is the third in 2021. The group has a robust pipeline of new stores for 2021 and beyond. Europris' nationwide network of 269 stores covers every Norwegian county.

"We're excited to open a new store in the Stavanger area - 29 years after the chains first store opened in Støperigaten in Stavanger. In almost three decades Europris has provided customers with all you need for the everyday season, low prices, convenience and enjoyable shopping experiences," says CEO Espen Eldal.

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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