Fredrikstad, 25 November 2021: Europris (OSE: EPR) opened a new store today in Selbu in Trøndelag county. This brings the chain's extensive network of stores to 270.

Today's opening is the fourth and final new store in 2021. The group has a robust pipeline of new stores for 2022 and beyond. Europris' nationwide network of 270 stores covers every Norwegian county.

"We're delighted to open a store in Selbu filled with all you need for the Christmas season, in addition to providing customers, both residents and cabin owners, with everyday 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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