Fredrikstad, 10 March 2022: Europris opened a new store today at Frøya in Trøndelag county. This brings the chain's extensive network of stores to 271.

Today's opening is the first one in 2022. The group has a robust pipeline of new stores for 2022 and beyond. Europris' nationwide network of 271 stores covers every Norwegian county.

"We're excited to open a new store at Frøya and to bring our unique concept with everyday low prices, convenience and enjoyable shopping experiences to both residents and tourists in this area," 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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