Fredrikstad, 21 June 2022: Europris opened a new store today at Fjellhamar in Viken county. This brings the chain's extensive network of stores to 273.

Today's opening is the third in 2022. The group has a robust pipeline of new stores for 2022 and beyond. Europris' nationwide network of 273 stores covers every Norwegian county.

"I'm always excited about new store openings," says CEO Espen Eldal. "We're delighted to open a store at Fjellhamar which is filled with everything needed for the summer season, as well as providing customers with everyday low prices, convenience and enjoyable shopping experiences."

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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