Fredrikstad, 23 June 2022: Europris opened a new store today at Setermoen in Bardu in Troms county. This brings the chain's extensive network of stores to 274.

Today's opening is the fourth in 2022. The group has a robust pipeline of new stores for 2022 and beyond. Europris' nationwide network of 274 stores covers every Norwegian county.

"We're happy to announce yet a store opening, this time at Setermoen. The store is filled with everything needed for the summer season. We are delighted to provide 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.

For further information, please contact:

Stina C Byre
CFO
Telephone: +47 411 05 808

Trine Engløkken
Investor relations
Telephone: +47 940 50 937

E-mail: ir@europris.no

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