Fredrikstad, 13 September 2022: Europris opened a new store today at Ensjø in Oslo county. This brings the chain's extensive network of stores to 275.

Today's opening is the fifth in 2022. The group has a robust pipeline of new stores for 2022 and beyond. Europris' nationwide network of 275 stores covers every Norwegian county.

"We're excited to open a new store at Ensjø, an attractive residential area in Oslo. The store is filled with products needed on a daily basis and for each season during the year. We're happy to provide even more customers with low prices, strong campaigns, convenience and enjoyable shopping experiences. This is the eleventh Europris store in Oslo, and we will continue to search for the right locations in the capital of Norway," 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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