Fredrikstad, 31 January 2023: Europris opened a new store today in Froland in Agder county. This brings the chain's extensive network of stores to 277.

Today's opening is the first one in 2023. The group has a robust pipeline of new stores for 2023 and beyond. Europris' nationwide network of 277 stores covers every Norwegian county.

"I'm always excited about new store openings," says CEO Espen Eldal. "We're delighted to open a store in Froland which is filled with all you need for the everyday season, providing customers with 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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