Fredrikstad, 28 March 2023: Europris opened a new city store today in Grensen in downtown Oslo. This brings the chain's extensive network of stores to 278.

Today's opening is the second in 2023. The group has a robust pipeline of new stores for 2023 and beyond. Europris' nationwide network of 278 stores covers every Norwegian county.

"We're very pleased to announce another Europris City store opening - centrally located in Grensen in downtown Oslo," says CEO Espen Eldal. "We have great expectations to the city store concept and will continue to explore this exciting opportunity for expansion of the Europris concept."

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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