Fredrikstad, 27 June 2023: Europris opened a new store today in Hamar in Innlandet county. Today's opening is the fourth new store in 2023. The group has a robust pipeline of new stores for 2023 and beyond. Europris' nationwide network of 280 stores covers every Norwegian county.

"I'm always excited about new store openings," says CEO Espen Eldal. "We're delighted to open a second store in Hamar 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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