Fredrikstad, 3 October 2023: Europris opened a new store today at the shopping mall CC in Drammen in Viken county. Today's opening is the sixth new store in 2023. The group has a robust pipeline of new stores for 2023 and beyond. Europris' nationwide network of 282 stores covers every Norwegian county.

"We're excited to open a new store at CC in Drammen," says CEO Espen Eldal. "This store is smaller than an average Europris store, but centrally located in an attractive shopping mall, and filled with all you need for the everyday season, as well as 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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