Fredrikstad, 21 November 2023: Europris opened a new store today at Rognan in the municipality of Saltdal in Nordland county. Today's opening is the seventh and final new store in 2023. The group has a robust pipeline of new stores for 2024 and beyond. Europris' nationwide network of 282 stores covers every Norwegian county.

"We're excited to open a store at Rognan filled with all that is needed for the Christmas season. This store will provide customers, both residents and tourists, with everyday low prices, convenience and enjoyable shopping experiences," 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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