NEWS RELEASE

# Europris ASA appoints Anders Lorentzson as new CEO of ÖoB

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Fredrikstad, 11 August 2025: Europris (OSE: EPR) has appointed Anders Lorentzson as CEO of its Swedish subsidiary ÖoB. Mr. Lorentzson joins from Hemtex, where he has served as CEO since 2018. He will take up his new role in ÖoB on 1 November 2025.

"I'm very excited to get Anders on board to lead our business in Sweden," says Europris CEO Espen Eldal. "With Anders, ÖoB will benefit from a leader with solid industry experience and in-depth knowledge of the Swedish market. Anders has delivered impressive results throughout his career, and we are confident that he will play a pivotal role in executing our transformation plan for ÖoB."

"I'm humbled and excited about the opportunity to join ÖoB," says Lorentzson. "ÖoB is a strong brand in the Swedish market with significant untapped potential. I can identify with the Europris values and firmly believe in its strategy to enhance the ÖoB brand. I'm looking forward to meeting the team and embark on this journey together."

Mr. Lorentzson is a true retailer with a career spanning broadly across the retail sector. He has for the past 20 years held various senior management positions, where his extensive experience includes roles in grocery retail with the Ica group, electronics with Expert, and home textiles with Hemtex. Mr. Lorentzson is a Swedish citizen and resides in Sweden.

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Europris is Norway's largest discount variety retailer by sales. The group offers its customers a broad range of quality owned brands and brand name merchandise. Its merchandise is sold through the Europris chain, which consists of a network of 287 stores throughout Norway. Of these, 266 are directly owned by the group and 21 operate as franchise stores. In May 2024, the group took full ownership of the Swedish discount variety retailer ÖoB, which consists of a network of 92 stores in Sweden. In addition, Europris is full or partial owner of the e-commerce companies Lekekassen, Strikkemekka and Designhandel. The group's head office is located in Fredrikstad, Norway.

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