NEWS RELEASE

Europris opens a new store at Arkaden centre in Stavanger

2025-08-14

Fredrikstad, 14 August 2025: Europris opens a new city store today at Arkaden centre in Stavanger in Rogaland. Today's opening is the sixth new store in 2025. The group has a robust pipeline of new stores for 2025 and beyond. Europris' nationwide network now consists of 288 stores and covers every Norwegian county.

"We're happy to announce the opening of Europris Arkaden City, the first store in Stavanger under the city concept. Designed for everyday shopping convenience, Europris city stores are easily accessible by foot, bicycle or public transport. We're confident that the store will perform well, with its prime location in downtown Stavanger," 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. 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.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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