NEWS RELEASE

Europris opens a new store at Bekkestua

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Fredrikstad, 25 March 2025: Europris opens a new store today at Bekkestua in Akershus. Today's opening is the third new store in 2025. The group has a robust pipeline of new stores for 2025 and beyond. Europris' nationwide network now consists of 285 stores and covers every Norwegian county.

"We're very excited to finally open a store at Bekkestua. This is our seventh store in the Asker and Bærum area, but we are confident that this location has great potential for attracting new customers to a local store offering convenient and low price shopping, with all that is needed for every-day life and the seasons," 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 93 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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