NEWS RELEASE

Europris opens a new store at Grim in Kristiansand

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Fredrikstad, 27 February 2025: Europris opens a new store today at Grim in Kristiansand in Agder county. Today's opening is the second 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 excited to open a new store at Grim - our fourth store in Kristiansand. We believe that the Grim area has great potential for this new Europris store and look forward to welcoming customers to convenient and low price shopping, with all that is needed for every-day life and the various 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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