NEWS RELEASE

Europris opens a new store at Gulskogen shopping centre in Drammen

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Fredrikstad, 19 November 2024: Europris opened a new store today at Gulskogen shopping centre in Drammen in Buskerud county. Today's opening is the first and only new store in 2024. The group has a robust pipeline of new stores for 2025 and beyond. Europris' nationwide network of 283 stores covers every Norwegian county.

"We're excited to open a store at Gulskogen shopping centre filled with all that is needed for the Christmas season. This is the sixth store in the densely populated Drammen region and the Europris chain continues to provide customers 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. In May 2024, the group took full ownership of the Swedish discount variety retailer ÖoB, which consists of a network of 94 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.

For further information, please contact:

Stina C Byre
CFO
Telephone: +47 411 05 808

Trine Engløkken

Investor relations
Telephone: +47 940 50 937

E-mail: **ir@europris.no**

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