NEWS RELEASE

Europris opens a new store at Holmlia

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Fredrikstad, 6 May 2025: Europris opens a new store today at Holmlia Centre outside of Oslo. Today's opening is the fifth new store in 2025. The group has a robust pipeline of new stores for 2025 and beyond. Europris' nationwide network now consists of 287 stores and covers every Norwegian county.

"We're proud to announce the opening of Europris Holmlia City, the fourth store in Oslo under the city concept. Designed for everyday shopping convenience, Europris city stores are easily accessible by foot, bicycle or public transport, ensuring that customers can effortlessly carry their purchases. We have high expectations for this new city store opening and expect substantial customer footfall," 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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