



NEWS RELEASE

Europris opens a new store at Tveita centre in Oslo

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Fredrikstad, 23 October 2025: Europris opens a new city store today at Tveita centre in Oslo. Today's opening is the seventh new store in 2025. The group has a robust pipeline of new stores for 2025 and beyond. Europris' nationwide network consists of 288 stores and covers every Norwegian county.

"We're happy to announce the opening of Europris Tveita City, the fifth store in Oslo launched under the city concept. This concept is tailored to urban living, offering everyday convenience with products that are easy to carry on public transport, by bike, or on foot. We're very pleased to open more stores around the central Oslo-area," 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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