NEWS RELEASE

Europris opens a new store in Asker

2025-02-20

Fredrikstad, 20 February 2025: Europris opened a new store today in Asker in Akershus county. Today's opening is the first new store in 2025. The group has a robust pipeline of new stores for 2025 and beyond. Europris' nationwide network of 284 stores covers every Norwegian county.

"We're very excited to open a new store in Asker as we have been looking for the right location in this area for a long time. We look forward to welcoming our 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.

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**

Click **here** for more information