NEWS RELEASE

Europris opens a new store in Larvik

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Fredrikstad, 10 April 2025: Europris opens a new store today at Fritzøe Brygge in Larvik in Vestfold. Today's opening is the fourth new store in 2025. The group has a robust pipeline of new stores for 2025 and beyond. Europris' nationwide network now consists of 286 stores and covers every Norwegian county.

"We're excited to open the third Europris store in Larvik. Fritzøe Brygge is a highly attractive area developed with commercial spaces and residential units, located along Larvik's busiest road. We strongly believe that there is significant potential for new customers in this area, who will appreciate having a store offering convenient and low price shopping, with all that is needed for every-day life and the 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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