NEWS RELEASE

Europris opens a new store in Rørvik

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Fredrikstad, 24 November 2026: Europris has today opened a new store in Rørvik (Trøndelag). This marks the group's third store opening in 2026. With this addition, Europris now operates 291 stores nationwide, with a presence in all Norwegian counties.

"We are pleased to open our new store in Rørvik and further strengthen Europris' nationwide store network. The store offers our latest retail format and a broad assortment, and we look forward to serving customers in the region with great value and an attractive shopping experience throughout the year, not least during the Christmas season," says CEO Espen Eldal.

The group comprises Norway's leading variety retail chain, Europris, the Swedish retailer ÖoB, and holds full or partial ownership in the e-commerce groups Lekekassen and Strikkemekka. The Europris chain operates 291 stores in Norway (272 directly operated and 19 franchised locations), while ÖoB manages 92 directly operated stores throughout Sweden, and Lekekassen operates two physical stores in Norway. The group's operations are coordinated from its head office in Fredrikstad, Norway, with logistics centres in both Norway and 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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