



NEWS RELEASE

Europris opens a new store in Søgne, Agder

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Fredrikstad, 20 November 2025: Europris has today opened a new store in Søgne, Agder. This marks the eighth and last new store opening in 2025. The group has a robust pipeline of new stores for 2026 and beyond. Europris' nationwide network consists of 289 stores, covering every Norwegian county.

"We're pleased to announce the opening of Europris Søgne, our sixth store in the Kristiansand region. We look forward to welcoming customers to a convenient and low price shopping experience, with all that is needed for everyday life, the important Christmas season and all other occasions throughout the year," 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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