

Rusta opens its 50th Norwegian store and celebrates 10 years in Norway

On September 4, Rusta opened a new store in Egersund, Norway. The store is Rusta's 50th in Norway and the 214th store in total. 2024 also marks the 10th anniversary of Rusta in Norway.

On September 4, Rusta opened its 50th store in Norway. Rusta was established in Norway in 2014 and has since expanded in the Norwegian market, which is Rusta's second largest after Sweden. The Norwegian market accounts for approximately 21 percent of Rusta's total net sales, and Rusta has a nationwide store network in the country, from Lyndal in the south to Alta in the north.

"We are pleased to open our 50th store in the Norwegian market and to strengthen our nationwide store network with the opening in Egersund. Norway was Rusta's first international market, and we are thrilled to open our 50th store during the year that marks our 10th anniversary in Norway. I would like to thank our Norwegian co-workers and customers for the first ten great years and look forward to the rest of Rusta's journey in Norway", says Göran Westerberg, CEO of Rusta.

Rusta's store expansion continues according to plan, and the company will also open stores in Tønsberg and Lørenskog in Norway and in Höör, Bäckebo and Malmö in Sweden during the fall of 2024.

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About Rusta

Rusta is a leading retailer in the Nordic low-price market with over 210 stores in Sweden, Norway, Finland and Germany. The physical stores are supplemented by Rusta's online sales channel, Rusta Online, in Sweden and Finland. Rusta offers a wide but carefully selected range of home and leisure products, with good quality at low prices. Rusta has more than 4,800 employees with headquarter in Upplands Väsby, Sweden. Rusta's shares are traded on Nasdaq Stockholm (RUSTA). investors.rusta.com

Attachments

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