

Rusta opens two stores today – big pipeline of new stores

Today, Rusta opens two new stores, one in Höör, Sweden, and one in Lørenskog, Norway. The store openings are part of a historically large expansion for Rusta, with a big pipeline of new stores. Rusta has a positive outlook on expansion potential and continues to invest in growth in all markets, in line with the strategy Rusta has had for many years.

Today, on September 25, Rusta inaugurates its 216th and 217th stores in Höör, Sweden, and Lørenskog, Norway. The store openings are in line with Rusta's long-term strategy to continue investing in growth in all markets. Rusta also has a big pipeline of new stores and a positive outlook on expansion potential on all markets.

"We are delighted to inaugurate our new stores in Höör and Lørenskog. The stores further strengthen our presence in both the Swedish and Norwegian markets, with a larger store network and a growing customer base. The openings are an important part of our long-term strategy to invest in growth in all markets, and contribute to strengthening our position as a leading player in the Nordic variety hard discount market," says Göran Westerberg, CEO of Rusta.

In addition to today's openings, Rusta has opened three new stores in Norway during the current financial year. Rusta's store expansion continues as planned, with two more openings scheduled in Bäckebo and Malmö later this fall.

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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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