

Rusta opens four new stores this spring

Today, Rusta opened its 209th store, in Sala. This marks the beginning of an intense period for Rusta, opening a total of four new stores during March and April: two in Sweden, one in Norway, and one in Finland.

Today, March 20, 2024, Rusta opened its 111th store in Sweden and its 209th in total, as the store in Sala welcomed its first customers. The store, located in Fridhemsområdet in Sala, has a sales area of around 2,000 square meters and is one of four new stores set to open this March and April.

The store opening in Sala is the first of several this spring. Rusta also plans for openings in Slitu, Norway on April 10, as well as in Oulu-Kaakkuri, Finland, and in Hyllinge, Sweden on April 24. This means that Rusta will have a total of 212 stores by the end of the financial year.

Over the next 12 months, Rusta plans to open approximately 15 new stores, including the four planned for this spring. In addition to these, there are several other potential locations under consideration for openings within the next 24 months. Rusta continues to invest in growth in all markets, in line with the strategy the company has had for many years.

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About Rusta

Rusta is a leading retailer in the Nordic low-price market with over 200 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 4,000 employees with headquarter in Upplands Väsby, Sweden. Rusta's shares are traded on Nasdaq Stockholm (RUSTA). investors.rusta.com

Attachments

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