

Ale-Makasiini stores to become Tokmanni stores



Tokmanni will renew the eight Ale-Makasiini chain stores it acquired last year and open them under the Tokmanni brand during April. The opening of the stores will be celebrated in their familiar locations with special offers and buckets containing surprises.

The first opening will be celebrated in Saarijärvi on Tuesday 2 April and the final one in Kangasniemi on 26 April. Between these dates, stores will be renamed Tokmanni and celebrate their opening in Laukaa, Pihtipudas, Viitasaari (on 4 April), Äänekoski (on 11 April) and Pielavesi and Suolahti (on 25 April). More information on the stores and their opening schedules can be found below.

The renewed stores will offer a versatile range of products depending on the size of the store, from beauty, health and wellbeing to home decoration, cleaning and home renovation. The larger stores will also offer a wide range of clothes and accessories, dry foodstuffs, daily consumer goods, yard and garden products, and home electronics, entertainment and leisure goods. The Pielavesi and Pihtipudas stores will have the most compact selection while the store in Äänekoski will offer the widest selection. Unlike the other stores that are to be opened, the Äänekoski store will also offer fresh foodstuffs. Items bought in the Tokmanni online shop can be picked up from all Tokmanni stores.

As part of the rebranding under Tokmanni, the stores will receive an upgrade with new shop furniture, store signage that makes shopping easier and new placement of products and product categories, depending on the individual store.

"We welcome all customers to our stores. Thanks to the renewal and upgrades, our customers can find the same products and offers familiar from other Tokmanni stores and have a more pleasant shopping experience that looks and feels like Tokmanni," says **Mathias Kivikoski**, Tokmanni's Sales and Marketing Director.

TOKMANNI
PRESS RELEASE
28 March 2019 at 2:15 p.m.

The opening of the former Ale-Makasiini stores under the Tokmanni brand will be celebrated with unbelievable special offers. And as usual at Tokmanni openings, the first customers will receive free buckets filled with product gifts.

Tokmanni stores to be opened and their opening times:

Saarijärvi

Jyväskyläntie 19, 43100 Saarijärvi
Store opening on Tuesday 2 April 2019 at 8.00 a.m.
500 surprise buckets will be handed out on the morning of the opening
Retail space is approximately 1,600 square meters

Laukaa

Vuojärven puistotie 11, 41340 Laukaa
Store opening on Thursday 4 April 2019 at 8.00 a.m.
1,000 surprise buckets will be handed out on the morning of the opening
Retail space is approximately 2,650 square meters

Pihtipudas

Asematie 9, 44800 Pihtipudas
Store opening on Thursday 4 April 2019 at 8.00 a.m.
500 surprise buckets will be handed out on the morning of the opening
Retail space is approximately 850 square meters

Viitasaari

Kauppakaari 4, 44500 Viitasaari
Store opening on Thursday 4 April 2019 at 8.00 a.m.
500 surprise buckets will be handed out on the morning of the opening
Retail space is approximately 2,550 square meters

Äänekoski

Äänekoskentie 50, 44100 Äänekoski
Store opening on Thursday 11 April 2019 at 8.00 a.m.
1,000 surprise buckets will be handed out on the morning of the opening
Retail space is approximately 4,150 square meters

Pielavesi

Puistotie 28, 72400 Pielavesi
Store opening on Thursday 25 April 2019 at 8.00 a.m.
300 surprise buckets will be handed out on the morning of the opening
Retail space is approximately 700 square meters

Suolahti

Asemakatu 7, 44200 Suolahti
Store opening on Thursday 25 April 2019 at 8.00 a.m.
300 surprise buckets will be handed out on the morning of the opening
Retail space is approximately 1,150 square meters

Kangasniemi

Wiljam Sarjalan tie 18, 51200 Kangasniemi
Store opening on Friday 26 April 2019 at 8.00 a.m.
500 surprise buckets will be handed out on the morning of the opening
Retail space is approximately 800 square meters

Store addresses, contact details and opening hours can be found at www.tokmanni.fi/stores.



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Tokmanni's chain will continue to grow and renew

Tokmanni's target is to increase its store chain to more than 200 stores and to add net 12,000 square metres of new retail space every year, which means around five new or relocated stores. Currently, Tokmanni has 188 stores around Finland.

The first half of this year will be a very busy period because, in addition to the Ale-Makasiini stores becoming Tokmanni stores, the discount chain will renew its store in Kehräämöntie in Kajaani, renew and expand its store in Turenki, open a new store in Tesoma in Tampere and move to new premises in Hanko and Juuka. In the near future, also during the first half of this year, the TEX chain store Kemijärvi and the Säästökuoppa chain store in Sodankylä, now owned by Tokmanni, will also be opened under the Tokmanni brand.

Earlier in the spring, Tokmanni opened a former TEX chain store under the Tokmanni brand in the centre of Rovaniemi. In addition, in mid-March Tokmanni centralised all of its store operations in Siilinjärvi into the Tokmanni store that has been in operation in the town for a long time by closing the Ale-Makasiini located in other premises.

During the autumn Tokmanni will expand its store network to two new locations, Vääkysy and Virrat.¹⁾

¹⁾ https://ir.tokmanni.fi/fi/investors/tokmanni-as-an-investment/new_stores

TOKMANNI

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Tokmanni is Finland's leading discount retailer chain. Some 3,600 Tokmanni employees make customers' everyday life and special occasions easier by offering a versatile and up-to-date assortment of Finnish and international brand-name products and other high-quality products at prices that are always affordable. With nearly 200 stores around Finland and an online store, Tokmanni is always close to its customers. Tokmanni's net sales in 2018 amounted to EUR 870.4 million. Tokmanni (Tokmanni Group Corporation) is listed on Nasdaq Helsinki.