

New Tokmanni in Juuka



Tokmanni will open a new store in Juuka on Friday 3 May 2019 at 9 a.m. The new store is located in a very central commercial location in the centre of Juuka and will replace the Tokmanni store that has served the municipality for many years and which will be closed on Thursday 2 May 2019. The new store will have a wide product selection and is more pleasant and spacious than its predecessor. To celebrate its opening, the Juuka Tokmanni will treat its customers with generous special offers and by handing out 500 surprise buckets containing product gifts to the first 500 customers.

The new store in Juuka will offer customers an extensive range of regularly updated products, from beauty, health and wellbeing products to cleaning and home renovation products. The selection will also include a varied selection of clothes and accessories, dry foodstuffs and leisure products, home electronics and entertainment goods. There will also be a larger range of home decoration products than in the previous store, thanks to the new premises. The store's separate garden department will sell yard and garden products, such as tools and plants according to the season, and propane canisters.

The store has been designed to make shopping quick and easy. This has been achieved particularly through wide aisles and improved signage. A contemporary general visual appearance has been ensured with Tokmanni's red brand colour and modern white-grey tones. In addition, energy-efficient LED technology will be used in the store's lighting. A pleasant shopping experience is further enhanced by Veikkaus gaming services and a recycling point for small electronics. As at other Tokmanni stores, items bought in the Tokmanni online store can be picked up from the Juuka store.

The new store will have about 1,350 square metres of retail selling space, around 300 square metres more than its predecessor.

TOKMANNI
PRESS RELEASE
29 April 2019 at 3:50 p.m.

"We are extremely happy to be opening a new Tokmanni in the centre of Juuka before the summer season. The new store will, in many ways, be more functional and address our needs better than its predecessor. We strongly believe our customers and personnel will feel much more at home in the larger and more spacious new store. Thanks to the functional division of space, we will be able to showcase our product selection better," says Tokmanni's Sales and Marketing Director **Mathias Kivikoski**.

From the opening day on Friday until Sunday, the new Tokmanni will be full of special offers. A total of 500 surprise buckets containing product gifts will be given to the first customers on the opening morning.

The Juuka store, under Store Manager **Virpi Leinonen**, will be open on weekdays from 8 a.m. to 7 p.m., on Saturdays from 9 a.m. to 6 p.m. and on Sundays from 11 a.m. to 4 p.m. The address of the new store, which will employ around six to eight customer service professionals, is Väyryläntie 2, 83900 Juuka.

Mathias Kivikoski, Sales and Marketing Director, will represent Tokmanni at the store opening on Friday morning. Mayor **Markus Hirvonen** will hold a speech on behalf of the Municipality of Juuka at the opening event.

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 a net of 12,000 square metres of new retail space every year, which means around five new or relocated stores. Tokmanni currently has 188 stores around Finland.

The first half of this year is a very busy time for Tokmanni. In addition to the new store in Juuka, the general discount retailer will reopen the Säästökuoppa chain store in Sodankylä and the TEX chain store in Kemijärvi, which were taken over by Tokmanni at the beginning of this year, under the Tokmanni brand.

Earlier in the spring, Tokmanni opened eight Ale-Makasiini chain stores and a former TEX chain store in the centre of Rovaniemi under the Tokmanni brand, and a new store in Tesoma, Tampere. In addition, the general discount retailer moved into new store premises in Hanko, and opened a renewed store on Kehräämötie in Kajaani and a renewed and enlarged store in Turenki. Tokmanni also 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 nearby.

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

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

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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 revenue in 2018 amounted to EUR 870.4 million. Tokmanni's shares are listed on Nasdaq Helsinki.