

## Tokmanni continues to expand its store network – A new store opens in Kimitoön



*The first store opening of the second half of the year in the Tokmanni variety discount retail store chain will be celebrated in Kimitoön. The photo above is from the Tokmanni store opened last year in Nikkilä in Sipoo.*

**Tokmanni, a variety discount retail chain, is opening a store for the first time in Kimitoön (Kemiönsaari) on Thursday 11 September 2025 at 8:00 a.m. In accordance with the wishes of the local customers, the new Tokmanni store offers a very comfortable shopping experience and a versatile range of products. In true Tokmanni style, the store opening will feature **plenty of special offers** as well as free buckets filled with product gifts.**

The new Tokmanni store opens its doors in a newish store premises in a prime business location in the centre of Kimitoön at Wuorionkuja 4, 25700 Kemiö.

The store offers a diverse range of products focusing on, for example, interior decoration, clothing, detergents and cleaning products, home improvement, various seasons, and beauty, health and wellbeing.

The Kimitoön store, approximately 2,550 square metres in size, has been designed in line with Tokmanni's newest store concept emphasising convenient and pleasant shopping experience. A garden department and its fenced area in connection with the store is around 350 square metres in size.

The new store in Kimitoön will complement Tokmanni's store network in Southwest Finland. Kemiönsaari is located approximately 50 kilometers from Salo and approximately 60 kilometers from Turku and Ekenäs

TOKMANNI  
PRESS RELEASE  
9 September 2025 at 2:45 p.m.

(Tammisaari). The population of the archipelago municipality is about 6,500, and there are also a lot of summer and other leisure residents in the area.

Customer service at the Kimitoön store is provided by Store Manager **Niklas Lindberg** and his team of around twelve retail professionals.

“We are very pleased to be able to open our new Tokmanni store in Kimitoön. For a long time, we were looking for a store location in the archipelago municipality that would meet the needs of our variety discount store chain. It’s great that such store premises were found and we can serve local customers with the help of a store personnel that knows the local needs and wishes,” says **Maija Heimala**, Vice President, Sales at Tokmanni.

“Our store and product range are ready for autumn, and we already have plenty of interesting products related to Halloween, for example. We believe that our new store will meet the expectations of our customers very well,” she adds.

During the winter season, the store will be open from 8 am to 7 pm on weekdays, from 9 am to 6 pm on Saturdays, and from 10 am to 4 pm on Sundays.



*Tokmanni offers a wide range of batteries and light bulbs, for example. The photo above is from the Tokmanni store in Mäntsälä.*

## **Convenient services and smart energy choices**

In addition to offering a comprehensive and affordable product assortment and a pleasant shopping experience, Tokmanni focuses on services that make customers’ daily lives easier and on smart energy choices.

TOKMANNI  
PRESS RELEASE  
9 September 2025 at 2:45 p.m.

At Tokmanni stores, customers can make purchases through the [Tokmanni Tukku B2B sales function](#) and the [Tokmanni Klubi customer loyalty program](#). Customers can also pick up orders made through the [Tokmanni online store](#) and conveniently withdraw cash when paying at the checkout.

Tokmanni purchases fossil-free electricity for its Tokmanni branded stores and uses energy-efficient LED lightning. Like numerous Tokmanni stores, the Kimitoön store also has a recycling point for customers' discarded batteries and small electrical appliances such as coffee machines, shavers, electric toothbrushes and light bulbs, for instance.

## Opening offers and surprise buckets with product gifts in true Tokmanni style

Tokmanni always celebrates the openings of its new stores with generous opening offers. In Kimitoön, [the opening offers](#) will be valid from Thursday 11 September to Sunday 14 September 2025. In addition, one thousand famous Tokmanni's surprise buckets filled with product gifts will be handed out for free to the first customers on the day of the opening on Thursday 11 September. Two of the surprise buckets will also contain an EUR 100 gift card.

At the store's celebration in Kimitoön on Thursday morning, Tokmanni will be represented by Maija Heimala, Vice President, Sales, and **Harri Koponen**, Vice President, Store Network and Concept, among others. At the event, Director of Economic Development **Erik Lund** will bring greetings from the municipality.

## More store openings are planned for this year

Tokmanni Group currently has 204 [Tokmanni stores](#), 34 [Click Shoes stores](#) and two [Shoe House stores](#) across Finland. In Finland, the Group also serves its customers through its [Tokmanni](#) and [Click Shoes](#) online stores.

In addition to Kimitoön (Kemiönsaari), new Tokmanni stores will be celebrated in Jokela in Tuusula, in Naantali, and in Nilsjä in Kuopio later this year. In Jokela in Tuusula and in Naantali, Tokmanni will open its first stores. In Nilsjä in Kuopio, the new store will replace the long-serving Tokmanni store nearby.

[Tokmanni Group](#) also owns the Swedish discount retailer [Dollarstore](#). Dollarstore already has 134 [Dollarstore stores](#) in Sweden and nine [Big Dollar stores](#) in Denmark. Dollarstore will also celebrate several store openings during the current year.

Tokmanni Group has announced that it will open several new stores next year as well. More information about the stores can be found on the [Group's website](#).

## Did you know this about working at Tokmanni store chain?

- [Tokmanni Group Corporation](#) is one of the leading variety discount retailers in the Nordics. For example, at the administration and logistics hub in Mäntsälä in Finland, employees work in logistics, procurement, finance and IT, among other functions. In Finland, the Tokmanni Group includes the variety discount retail chain Tokmanni and the Click Shoes and Shoe House shoe store chains. Outside Finland, the Group owns the Swedish discount retailer Dollarstore, which currently has 134 Dollarstore stores in Sweden and nine Big Dollar stores in Denmark. Dollarstore is headquartered in Kista in Stockholm, Sweden, and has a warehouse in Örebro, Sweden.
- Work in the retail sector is fast-paced and interesting, and Tokmanni store chain's employees find that variety is one of the most attractive aspects of working in a store. Tokmanni Group encourages and helps its employees to develop their skills and advance in their careers to various tasks and increasingly challenging roles within the company. Many employees have advanced several levels in their careers.
- The workplace community at the Tokmanni store chain is delightfully diverse. For example, more than 20 different native languages are spoken at Tokmanni stores in Finland. The average age of Tokmanni store

TOKMANNI

PRESS RELEASE

9 September 2025 at 2:45 p.m.

chain employees is around 38 years, and a permanent employee stays with the company for an average of around eight years.

- When they start their job, every new Tokmanni store chain employee gets, among other things, their own orientation mentor who provides them with support during the early stages of their career. The mentor welcomes the new colleague and ensures, for example, that the employee has received adequate orientation and feels part of the work community. The new employee can ask their mentor whatever they want to know, with a low threshold. In addition, the Tokmanni store chain provides all new store employees with joint training to ensure comprehensive and consistent induction.
- The Tokmanni store chain also provides its employees with good personnel benefits, such as discounts on products and a wide range of benefits and offers from the partners in its personnel benefits programme.

*Familiarise yourself with the most significant changes of the Tokmanni Group's store network development from recent years, as well as changes that will be implemented in the near future and that have already been announced at [tokmannigroup.com/en/investors/tokmanni-group-as-an-investment/store-network-development](https://tokmannigroup.com/en/investors/tokmanni-group-as-an-investment/store-network-development).*

TOKMANNI

For further information, please contact:

Maija Heimala  
Vice President, Sales  
Tokmanni

Tel. +358 20 728 6074  
[maija.heimala\(at\)tokmanni.fi](mailto:maija.heimala(at)tokmanni.fi)

Harri Koponen  
Vice President, Store Network and Concept  
Tokmanni

Tel. +358 20 728 6030  
[harri.koponen\(at\)tokmanni.fi](mailto:harri.koponen(at)tokmanni.fi)

Maarit Mikkonen  
Head of IR and Communications  
Tokmanni

Tel. +358 40 562 2282  
[maarit.mikkonen\(at\)tokmanni.fi](mailto:maarit.mikkonen(at)tokmanni.fi)



TOKMANNI  
PRESS RELEASE  
9 September 2025 at 2:45 p.m.

*In Finland, calls to a number beginning with +358 20 will be charged according to the local network charge or mobile phone fee defined in the subscription contract. Calls from abroad costs will be charged according to the normal international call fee defined in the subscription contract.*

*Tokmanni Group Corporation is one of the leading variety discount retailers in the Nordics. More than 6,000 employees in Finland, Sweden and Denmark make customers' everyday life and special occasions easier by offering a versatile and up-to-date assortment of nordic and international brand-name products and other high-quality products at prices that are always affordable. With more than 380 Tokmanni, Dollarstore, Big Dollar, Click Shoes and Shoe House stores and online stores, the Group is always close to its customers. In addition, the Tokmanni Group has had exclusive rights to sell SPAR products and operate the SPAR brand in Finland since 2025. In 2024, the Group's revenue was EUR 1,675 million and comparable EBIT amounted to EUR 100 million. The Tokmanni Group Corporation's shares are listed on Nasdaq Helsinki.*