

## Tokmanni's store network continues to grow in the Uusimaa region – A new Tokmanni store opens in Jokela in Tuusula



There is a reason to celebrate in the Uusimaa region, as Tokmanni opens a store in Jokela in Tuusula on Thursday 20 November. Store openings are very familiar to the variety discount retailer, and new Tokmanni stores were recently opened in Kimitoön (Kemiönsaari) and Naantali. In addition, Tokmanni Group has celebrated several Dollarstore, Big Dollar and Click Shoes stores as well as three EUROSPAR supermarkets during this year. The photo above is from the Tokmanni store in the Kaari shopping centre in Kannelmäki in Helsinki.

**Tokmanni variety discount retail chain** opens its store for the first time in Jokela in Tuusula on Thursday 20 November at 9:00 am. The second Tokmanni store in Tuusula offers a pleasant shopping experience and a versatile range of products, in accordance with customer wishes. In true Tokmanni style, the store opening will feature **plenty of opening offers** and free buckets filled with product gifts.

The newest Tokmanni store in the Central Uusimaa region is located in a prime business location in the vibrant and growing Jokela village at Kolsantie 2, 05400 Jokela. The new store in the northernmost village of Tuusula is the second Tokmanni store in the municipality with more than 40,000 inhabitants. Tokmanni has already been serving its customers for a long time in Hyrylä in the southern part of the Tuusula municipality, approximately 20 kilometres from the new Jokela store.

In Jokela, Tokmanni offers a diverse range of products focusing on, for example, interior decoration, detergents and cleaning products, home improvement, various seasons, and beauty, health and wellbeing. A comprehensive

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range of, for example, beverages and dry foods, such as biscuits, cereals, pasta, rice, flour, spices, canned goods and sweets, is also on sale.

Like all other Tokmanni stores, the Jokela store carry a wide range of SPAR food products that can be stored at room temperature, from MSC-certified tuna to Dutch sugar, and from gluten-free chips and rice cakes to Italian pasta and pasta sauces. In addition to SPAR food products, hand soap and tape diapers are on sale, and the range of SPAR groceries will grow even more in the near future.

“We are very happy to be able to celebrate our store opening in Jokela in Tuusula during the Christmas season. Right now, Finland is preparing for the approaching Christmas, and, for example, a lot of Christmas gifts are already being bought. Our new Tokmanni store will make everyday life and the Christmas preparations much easier for those shopping in the Jokela area,” says **Maija Heimala**, Vice President, Sales at Tokmanni.

The Jokela store, approximately 2,000 square metres in size, has been designed in line with Tokmanni’s newest store concept emphasising convenient and pleasant shopping experience. In addition, there is a garden department for various seasonal products in connection with the store.

Customer service at the Jokela store is provided by a team of around ten retail professionals led by Store Manager **Juuso Varis**.

The Tokmanni store in Jokela serves its customers on weekdays from 9 am to 8 pm, on Saturdays from 9 am to 6 pm, and on Sundays from 10 am to 6 pm.



*Tokmanni offers a diverse range of products related to, for example, the Christmas season. The photo above is from the new Tokmanni store in Naantali.*

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## 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.

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. In addition, Tokmanni purchases fossil-free electricity for its Tokmanni branded stores and uses energy-efficient LED lighting.

## 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 Jokela in Tuusula, the [opening offers](#) will be valid from Thursday 20 November to Sunday 23 November 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 20 November. Two of the surprise buckets will also contain an EUR 100 gift card.

On Thursday morning, the store opening festivities in Jokela will be attended by, for example, Maija Heimala, Vice President, Sales; and **Elmo Haapanen**, Regional Manager, alongside store employees. At the event, Mayor **Janne Mellin** will bring greetings from the municipality of Tuusula.

## Tokmanni Group will celebrate several store openings this year

[Tokmanni Group](#) has 206 [Tokmanni stores](#), including the new Tokmanni store in Jokela, 34 [Click Shoes stores](#) and two [Shoe House stores](#) across Finland. Currently, three of the Tokmanni stores serve their customers as Tokmanni-EUROSPAR store entities. In Finland, the Group also serves its customers through its [Tokmanni](#) and [Click Shoes online stores](#).

The Tokmanni variety discount retail chain will soon be celebrating again, as its store will relocate from its long-standing premises to a completely new store building in Nilsiä in Kuopio. The grand opening of the new Nilsiä store will be held later this month.

Tokmanni Group also owns the Swedish variety discount retailer [Dollarstore](#). Dollarstore, which is strongly expanding its store network, already has 137 [Dollarstore stores](#) in Sweden and ten [Big Dollar stores](#) in Denmark. Later this year, Dollarstore will celebrate store openings once twice in Gothenburg in Sweden and once in Guldborgsund in Denmark.

Tokmanni Group has announced that it will open several new stores in Finland, Sweden and Denmark 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 137 Dollarstore stores in Sweden and ten Big Dollar stores in Denmark. Dollarstore is headquartered in Kista in Stockholm, Sweden, and has a warehouse in Örebro, Sweden.

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- 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 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).*

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*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.*