

Tokmanni Group deepens its cooperation with SPAR and expands the offering of SPAR-branded products to Dollarstore in Sweden



Tokmanni Group, one of the leading variety discount retailers in the Nordics, has signed an agreement with **SPAR International** to distribute SPAR-branded products to **Dollarstore** stores in Sweden. The agreement extends Tokmanni Group's offering of SPAR products beyond Finland and supports closer cooperation between the Group's **Tokmanni** and **Dollarstore** variety discount retail chains. The first SPAR-branded products are expected to be available in Swedish Dollarstore later this year.

The SPAR cooperation plays an increasingly important role in supporting Tokmanni Group's growth in the grocery business. Since becoming the **exclusive SPAR licence holder in Finland** in January 2025, the variety discount retailer has developed its SPAR concept and offering while enhancing store operations and product flow management. So far, six EUROSPAR supermarkets have opened across Finland, and around four to five more new EUROSPAR supermarkets are expected to open by the end of the year. SPAR products are widely available in **all Tokmanni stores** and through **Tokmanni's online store**, while the most diverse assortment can be found at **Tokmanni-EUROSPAR stores**.

Under the new agreement, the Group's Swedish variety discount retail chain Dollarstore will also offer a versatile assortment of SPAR-branded products. Development of Dollarstore's SPAR product range will begin next, with the first SPAR products expected to be available in Sweden later this year.

TOKMANNI GROUP CORPORATION

PRESS RELEASE

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Through its cooperation with SPAR International and the wide SPAR retailer network, Tokmanni Group has gained access to extensive international sourcing channels, expertise and purchasing volumes. The cooperation is expected to improve Tokmanni Group's sourcing efficiency, increase purchasing volumes, provide customers with a broader selection of quality products at competitive prices, and support gross margin development over time.

"Our cooperation with SPAR International continues to create new opportunities to strengthen our offering and competitiveness. Expanding the availability of SPAR-branded products to Dollarstore stores in Sweden is a natural next step in leveraging the scale and sourcing capabilities of the international SPAR network. This enables us to bring more choice, better value and even more competitive prices to customers across the Group while further strengthening cooperation between Tokmanni and Dollarstore," says **Sampo Päälysaho**, CEO of Tokmanni Group.

In Finland, SPAR-branded products have been well received by customers since the first products were introduced to Tokmanni's assortment in 2025. Currently, a total of approximately 200 SPAR-branded products are sold by Tokmanni, and the product range will continue to expand. Tokmanni's best-selling SPAR products this year, measured by units sold, have included sugar, hand soap, and various types of pasta, biscuits, canned tuna, and chocolate.



Around 200 SPAR products are currently available in the Tokmanni variety discount retail chain, including the canned tuna shown in the photo above. By the end of this year, Tokmanni Group will also start offering SPAR products through its Dollarstore variety discount retail chain in Sweden.

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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 390 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 2025, the Group's revenue was EUR 1,728 million and comparable EBIT amounted to EUR 85 million. The Tokmanni Group Corporation's shares are listed on Nasdaq Helsinki.