TOKMANNI
PRESS RELEASE
18 November 2026 at 2:05 p.m.

Hello Finland, EUROSPAR here!
– Tokmanni expands its EUROSPAR supermarket network in Finnish Lapland



Kemi will welcome Lapland's second EUROSPAR supermarket operating under the same roof as a Tokmanni store. Together, the Tokmanni store and the EUROSPAR supermarket form a very comprehensive Tokmanni-EUROSPAR store entity in terms of product range. The photo above is from the EUROSPAR supermarket in Järvenpää.

The Sea Lapland region will be celebrating this week as the EUROSPAR supermarket operating alongside a Tokmanni store holds its grand opening in the Tervaharju district of Kemi on Thursday 19 November 2026 at 8:00 a.m. Tokmanni, which started as the license holder for SPAR in Finland last year, will renew its food departments selling fresh food to embrace the internationally renowned brand. Additionally, Tokmanni sells a wide range of SPAR-branded groceries in all its Tokmanni stores and its online store.

The EUROSPAR store concept, which returned to Finland under Tokmanni's leadership last year after a break of almost twenty years, offers a diverse selection of groceries with an excellent price-quality ratio that meets customers' weekly shopping need in a single trip.

The opening of Lapland's second and Finland's ninth EUROSPAR supermarket is very welcome news for customers in Kemi, a city of nearly 20,000 residents situated along Finnish national road 4 (and European route E8).

TOKMANNI
PRESS RELEASE
18 November 2026 at 2:05 p.m.

“We are delighted to be able to offer customers in Kemi, under one roof, both Tokmanni’s extensive range of non-food products and EUROSPAR supermarket’s diverse grocery selection,” says **Harri Koponen**. He works as the Vice President, Store Network and Concept for Tokmanni Group’s operations in Finland.

“Alongside local residents, the Kemi region is home to many part-time residents. It is great that our customers can find everything they need under one roof, from renovation supplies to ingredients for dinner,” he continues.

Tokmanni’s EUROSPAR supermarkets offer thousands of customer-favourite Finnish food products alongside international flavours. Customers can also enjoy the *SPAR Bakery* station, which offers a wide selection of breads along with customer-favourite savoury and sweet pastries.

In Kemi, the EUROSPAR supermarket also features a well-stocked fresh fish counter. In addition, as in most Tokmanni EUROSPAR supermarkets, customers can purchase hot meals, including grilled chicken and SPAR burgers.

All Tokmanni stores and EUROSPAR supermarkets across Finland offer a wide range of SPAR-branded groceries from around the world. In terms of food products, the SPAR product range includes, for example, sweets, biscuits, snacks, quick oat flakes, rice, pasta, pasta and salsa sauces, instant coffee, mustard, dried fruits, canned corn and tuna, blossom honey, cold-pressed sunflower oil, vinegar, sugar, salt, and extra virgin olive oil. In addition, the SPAR product range includes, for example, liquid soap, diapers, mouthwash, toothpaste, shaving foam, shaving cream, and deodorants.

Despite the international nature of the SPAR product range, a significant share of the products available in Tokmanni’s EUROSPAR supermarkets consists of Finnish products, reflecting local customer preferences. Groceries are available from, among others, Atria, Fazer, HK, Snellman, Primula, Juustoportti, and Kuusamon Juusto. Furthermore, a majority of the food products available in the *SPAR Bakery* are Finnish products.

In response to customer demand, the EUROSPAR supermarkets also offer local food as well as food products from small producers and other companies in the surrounding area. In the EUROSPAR supermarket in Kemi, these suppliers include, for example, Veljekset Rönkä from Kemi, the Tornio-based bakery Karkiainen, Lapin Leipomo and Lapin Liha from Rovaniemi, and Meriläisen Leipomo from Oulu. In addition, the fresh fish counter offers products from suppliers such as Kalaliike H. Kuha (Ahuk) from Ii.

TOKMANNI
PRESS RELEASE
18 November 2026 at 2:05 p.m.



Tokmanni's EUROSPAR supermarkets have, for example, the SPAR Bakery station, a popular concept in SPAR stores globally, with its numerous breads and pastries. The photo above is from the EUROSPAR supermarket in Järvenpää.

A world class grocery concept and a diverse Tokmanni offering under one roof

Founded in the Netherlands in 1932, SPAR now serves customers in as many as 50 countries across four continents. The international SPAR brand enables Tokmanni to benefit from efficient grocery retail concepts and operating models that have been developed and refined in markets around the world. Through the partnership, Tokmanni can further develop its grocery retail concept and product offering, allowing it to meet customers' needs and expectations even better.

Preparatory work regarding the EUROSPAR concept began in Kemi around the turn of September and October. Tokmanni now has EUROSPAR supermarkets in Tervaharju in Kemi, Lehtikangas in Kajaani, Vanhakylä in Loviisa, Iisalmi, Raatekangas in Joensuu, Järvenpää, Tornio, Masku and Ylöjärvi. Before Christmas, Tokmanni's EUROSPAR network will expand once more with the final grand opening of the year in Mäntsälä, located just under three kilometres from Tokmanni Group's administrative and logistics hub.

Tokmanni's EUROSPAR stores follow a consistent visual identity and make use of the best practices developed within the international SPAR network. Tokmanni has improved the customer experience by, for example, renewing its product assortments, store signage and store furniture as well as the shelf layout and display of products and product categories. In addition, Tokmanni has done a lot of development work related to training, logistics and other areas that help streamline everyday work in the grocery store.

Customers have been able to witness the construction of the EUROSPAR supermarkets and the refurbishment of the Tokmanni stores at close range, as the store entities have remained open throughout the renovation period.

TOKMANNI
PRESS RELEASE
18 November 2026 at 2:05 p.m.



The EUROSPAR supermarket offers a wide range of groceries to meet customers' varied needs, with an excellent price-quality ratio. The photo above is from the EUROSPAR supermarket in Järvenpää.

Customers are served by local retail professionals

Tokmanni-EUROSPAR continues the Tervaharju store's long tradition of grocery retailing. Prior to the current Tokmanni store, the site was home to a TEX store, which became part of the Tokmanni variety discount retail chain in 2021. The local TEX store already offered fresh food products, and this tradition has continued under the Tokmanni brand.

In Kemi, the arrival of a new EUROSPAR supermarket has been eagerly awaited, and the progress of the construction work has been followed with interest.

"We have received a lot of positive feedback from customers, and we employees have also been excited about the changes brought by EUROSPAR. It's fantastic that we now have a versatile EUROSPAR supermarket here in Kemi as well," says **Anu Vanhatalo**, Store Manager at the Tokmanni-EUROSPAR in Tervaharju.

Vanhatalo, who heads the local Tokmanni-EUROSPAR and its team of around 30 retail professionals, knows the customers in the Sea Lapland region and their needs and preferences well. Before moving to Tervaharju, she led the Tokmanni store in the Kemi city centre, and prior to that, she gained years of experience at the Tokmanni store in Tornio—now known as Tokmanni-EUROSPAR.

"The construction project of the EUROSPAR supermarket has been interesting. It is great to see how our renovated stores receive support from our colleagues, both from our other stores and from our experienced store

renovation professionals. Thanks to good cooperation, our EUROSPAR supermarket is now ready for the Christmas season," says Vanhatalo.

The address of the Tokmanni-EUROSPAR in Kemi is Kiveliönkatu 28, 94600 Kemi. The stores serve customers with extensive opening hours: from 8 a.m. to 9 p.m. on weekdays, from 8 a.m. to 8 p.m. on Saturdays, and from 9 a.m. to 8 p.m. on Sundays.

Opening offers and surprise buckets with product gifts
– Two of the surprise buckets also contain a gift card

The new EUROSPAR supermarket in Kemi will be celebrated with generous opening offers valid from Thursday 19 November to Sunday 22 November 2026. In addition, on the grand opening day, Thursday 19 November, the first customers will receive the famous Tokmanni surprise buckets filled with product gifts. A total of 1,000 surprise buckets will be handed out for free. Two of the buckets will also contain a EUR 100 gift card.

On Thursday morning, the opening festivities in Kemi will be attended by, for example, **Antti Metsola**, Acting Vice President, Sales, and **Toni Kauttio**, Regional Manager, alongside Store Manager Anu Vanhatalo and the rest of the store team.



EUROSPAR supermarkets operated by Tokmanni across Finland offer thousands of grocery products. In Finland, the SPAR own brand range alone includes around 200 different products. The photo above is from the EUROSPAR supermarket in Joensuu.

TOKMANNI
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Tokmanni Group's store network continues to renew
– EUROSPAR celebrations coming soon to Mäntsälä

Tokmanni Group owns the Tokmanni variety discount retail chain as well as the Click Shoes shoe store chain and the Shoe House shoe store in Finland, the Dollarstore variety discount retail chain in Sweden, and the Big Dollar variety discount retail chain in Denmark. Following this week's EUROSPAR celebrations in Kemi, nine of the Tokmanni stores now 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 Group continues to develop its store network in Finland, Sweden and Denmark. Last month, Tokmanni Group opened a new Big Dollar store in Holstebro, Denmark, and a new Dollarstore store in Upplands Väsby, Sweden, while closing its Tokmanni store in Suolahti, Finland. In addition, earlier this month, Tokmanni closed its store in the Lohja city centre. Soon, the Group will celebrate the grand openings of both a Tokmanni store in Varisto, Vantaa, and an EUROSPAR supermarket in Mäntsälä. Beyond these changes, the Group has already confirmed that it will relocate its long-serving Tokmanni store on Volttikatu in Kuopio to a new business centre to be built in the Haapaniemi district. The new store is expected to open in November next year.

In addition, Tokmanni is continuing the gradual conversion of its food departments into the SPAR world in those Tokmanni stores that already offer fresh food products. Tokmanni has twenty stores that also offer fresh food assortments*. Following the EUROSPAR openings still to take place later this year, ten of these stores will continue to serve customers under the Tokmanni brand for the time being.

** Tokmanni stores that also sell fresh food in November 2026 are the following stores (in addition to the Tokmanni-EUROSPAR store entities in Tervaharju in Kemi, Lehtikangas in Kajaani, Vanhakylä in Loviisa, Iisalmi, Raatekangas in Joensuu, Järvenpää, Tornio, Masku and Ylöjärvi): Keminmaa (Centtilä), Tiiriö in Hämeenlinna, Kiuruvesi, Kylmäkoski, Mäntsälä, Mänttä, Jukola and Kaijonharju in Oulu, Sotkamo, Varkaus, and Äänekoski. Detailed contact information can be found on Tokmanni's website at tokmanni.fi/myymalat.*

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.

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TOKMANNI
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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 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.