

PRESS RELEASE

Fourlis Group announces the Grand Opening of a New IKEA Store in Patra, Greece

Athens, Greece – October 30, 2024 – Fourlis Group (Bloomberg: FOYRK:GA - Reuters: FRLr.AT - ISIN: GRS096003009), a leading retail Group of companies in Southeast Europe, announces the grand opening of a new IKEA store in Patra, marking a significant milestone in IKEA's expansion strategy.

The store, which officially opened on October 30, 2024, is located in Trade Estates Retail Park Top Parks Patra, on Akti Dimaion. With a total area of 7,200 square meters, it is IKEA's 6th large-format store in Greece, offering customers from Patra and the Peloponnese full access to the unique IKEA experience. The new store replaces the IKEA Pickup and Order Point that has served the region since 2013, now providing enhanced services and a larger retail space.

Visitors to the new Patra store can choose from over 5,000 ready-to-purchase products and order from the entire IKEA product range, fully meeting their home furnishing needs. The store also offers a specialized Planning Department for kitchens and wardrobes, as well as a Furniture Consultation Service, ensuring a personalized experience for customers, while the IKEA experience is complemented by the Swedish Deli restaurant.

The opening of the new Patra IKEA store marks a significant step in Fourlis Group strategic growth plan for IKEA in Greece. Following the Patra store, two additional IKEA stores are planned: one in Irakleio, scheduled for mid-2025, and another in Hellinikon, expected in 2027. IKEA's flexible expansion model also includes a new wave of "new generation" stores of approximately 2,000 square meters, positioned near city centers to offer convenience and full access to IKEA's product range in urban areas.

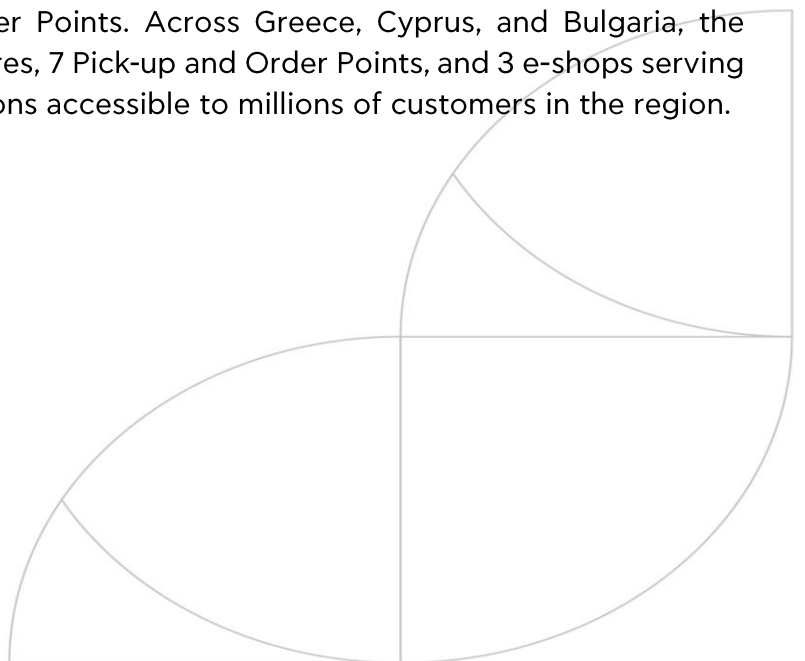
The new Patra store reaffirms Fourlis Group commitment to expanding access to IKEA's high-quality, affordable home solutions across Greece.

With the addition of the Patra store, Fourlis Group now operates a total of 9 IKEA stores across Greece, along with 4 Pick-up and Order Points. Across Greece, Cyprus, and Bulgaria, the Group's IKEA network consists of 14 stores, 7 Pick-up and Order Points, and 3 e-shops serving all three countries, making IKEA's solutions accessible to millions of customers in the region.

About Fourlis Group

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Fourlis

Headquartered in Athens and boasting a successful history of almost 75 years, Fourlis Group is a dynamic force in the retail sector in Southeast Europe. The Group comprises leading omnichannel retail companies, dedicated to serving customers across Greece, Romania, Bulgaria and Cyprus with high quality consumer goods. Fourlis Group specializes in Retail Home Furnishings, through the franchise of IKEA stores, Retail Sporting Goods, through the licensing of INTERSPORT stores and Foot Locker stores, and Retail Health & Wellness, through the franchise of HOLLAND & BARRETT stores. Committed to sustainable growth and value creation, Fourlis Group has invested into the real estate sector with the establishment of TRADE ESTATES REIC, a company listed in the Athens Stock Exchange specializing in retail parks and omnichannel logistics. The Group's success is rooted in its unwavering dedication to fostering strong relationships with its employees and suppliers, investing in cutting-edge infrastructure, and prioritizing customer satisfaction to deliver exceptional quality and experiences. As proud members of the United Nations Global Compact since 2008, the Group remains steadfast in its commitment to responsible business practices.

Information

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