

## Record year coming for Puulo in Store Openings - Opens a new Store to Vantaa Varisto

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Puulo opens a new store to Vantaa Varisto, Martinkyläntie 57, next to Ring III. Construction and foundation work has already started. The store is estimated to be ready in the fall of this year. The store will employ around 20 employees. Store personnel recruitments will begin next summer, and the Store will be opened before Christmas.

The opening in Varisto will be the chain's second store to be opened in Vantaa during 2023. Previously, Puulo has announced that it will open a new store to Vantaa Porttipuisto during the upcoming spring.

According to Puulo's CEO Juha Saarela, Puulo has a lot of potential to grow in Southern Finland. Puulo's store network, when comparing it to the region's potential, is still quite thin, so these future openings support the company's goals and growth strategy. "As a change to previous estimates, we are opening as much as six new stores during this calendar year, which is more than ever before during Puulo's history. Puulo Lieto, which was opened in the end of January, was the first of these six. We have managed to find store locations that suite us well, especially in the Capital region, where we have a lot of potential to grow. The upcoming store in Vantaa Varisto will be a great addition to our current store network."

In addition to Vantaa Porttipuisto, which opens this spring, Puulo currently has stores in the Capital area in Vantaa Virkamies, Helsinki Itäkeskus and Espoo Laajalahti. In addition to Vantaa Porttipuisto and Varisto, Puulo will open new stores to Nummela and Kerava during this calendar year, as well as one more store to the Capital region, which will be announced later this year.

According to Saarela, in the current operating environment there is a special demand for Puulo's product range and low prices. "We will continue in the path of growth and our goal is to open 3-4 new stores each year. We are flexible what comes to storesite facilities. We can open a store to an old building, but we are also ready to construct new store facilities as well."

PUULO PLC

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