

Puulo's growth continues in the metropolitan area - New store in Helsinki Konala

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Puulo will open a new store in Konala, Helsinki at Konalantie 47 in the Konalaterra commercial building. The recruitment of store personnel will begin in the coming summer and the store is expected to open by the end of 2023.

The company's new store openings are mainly focused on Southern Finland this year. Earlier this year, the company has opened stores in Lieto and Vantaa Porttipuisto. In addition to the upcoming Konala store, the company will open stores in Vihti's Nummela, Kerava, and Vantaa's Varisto during the summer and autumn.

Puulo's CEO, **Juha Saarela**, sees the Konala store as a welcome addition to Puulo's store network in the metropolitan area. *"We have too few stores in the metropolitan area, so this new Konala store is a very good and necessary addition to our store network. Our brand recognition has grown well, but there is still room for growth in the coming years. The upcoming Konala store will be opened in an excellent location and a very good commercial area."*

"Although the cost of living has increased and the operating environment is also more challenging for businesses, we will continue to develop and grow the company according to our plans, including increasing the number of stores. This time also offers opportunities for Puulo, as affordable prices for customers are emphasized when choosing a place to shop. This is reflected in the fact that our customer base continues to grow," **Juha Saarela** continues.

Puulo's store openings in the calendar year 2023. In parentheses, the quarters of the fiscal year.

Lieto, opened (Q4 2022)

Vantaa Porttipuisto, opened (Q1 2023)

Nummela (Q2 2023)

Kerava (Q3 2023)

Vantaa Varisto (by the end of 2023)

Helsinki Konala (by the end of 2023)

Further information:

Juha Saarela, +358 50 4097641

konalaterra.fi

puulo.fi

Attachments

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