

Action Highlights



2021

+267 new stores

- From 395 to 401 stores
- From 189 to 201 stores
- From 9 to 10 stores
- From 559 to 653 stores
- From 101 to 175 stores
- From 389 to 435 stores
- From 5 to 21 stores
- From 69 to 80 stores
- From 0 to 7 stores

from 8 to 9 countries

11 DCs 2 new Hubs 1 new

We developed specific **circularity plans** for half of our product categories



6,000 products

- 1,800 products < € 1
- Average selling price €2
- 380 well-known brands
- 73 private labels



8 awards in the "Retailer of the Year" competition in 5 countries, awarded by customers

12 million customers and 8 million website visits every week



12 awards won with our private labels



More than **50%** of our stores have energy efficient **LED lights**

Launch of Action app for customers in the Netherlands



86% of cotton was sourced more sustainably



70% of timber was sourced more sustainably

We will phase out black plastic for our private label products by the end of 2022 to make sure that all of our **plastic packaging is recyclable**



By only stretch wrapping the top parts of roll containers, we save an estimated **30% in plastic**



121 factory audits of new suppliers and **288** renewal audits of existing suppliers. Every year, independent third parties audit the factories that work for Action

1,000 stores have digital smart meters

More than **1,500** stores have been disconnected from gas

Solar panels on our distribution centre in Zwaagdijk (the Netherlands) will deliver **85%** of its energy needs in the future



Our newly opened distribution centres achieved **Very Good** (Bratislava) and **Excellent** (Bierún) **BREEAM** status

Our double decker trailers carry **60%** more freight than conventional trailers



68,000 employees

We created **5,786 new jobs** **2,178** internal promotions **33,759** people trained



We are proud to have an international workforce of **124 nationalities**



96% of our employees responded to our employee engagement survey



Employees **72% female** **28% male**

Research* shows that Dutch consumers missed Action the most from all retail stores during the COVID-19 lockdown



In France, a global strategy consulting organisation rated Action the "Favourite Brand of the French people"

* from research agency Q&A

* EY-Parthenon

1,737 children are sponsored by our SOS Children's Villages partnership

