

Zwaagdijk Oost, 24 March 2022

2021: sales rise by over a billion to €6.8 billion
Action's growth in Europe going strong

- Sales in 2021 increased by almost 23% to €6.8 billion
- Operating EBITDA up 36% to €828 million
- 267 new stores and 5,000 new jobs
- More than 65,000 employees
- Strength of the Action formula and commitment of its employees form basis for resilience against COVID
- Sustainability programme makes progress: all stores off gas by end of 2024; by 2030, 50% reduction in CO₂ emissions from own operations by 2030; and initiatives in product circularity

In 2021, Action achieved sales of €6.8 billion. This represents growth of 22.7% compared to 2020. Thanks to 267 new stores, including stores in Italy, and two new distribution centres in Poland and Slovakia, Action approached the 2,000-store milestone, which the chain reached in the first month of 2022. This makes Action the fastest growing non-food discount retailer in Europe. At the same time, Action is making progress with its sustainability programme. By then end of 2024, all stores will be gas free. By 2030, Action expects to reduce absolute emissions from its own operations by 50% compared to 2020. In addition, Action is working on initiatives around the circularity of its products, especially items with the highest sales volume.

Action CEO Hajir Hajji commented, *"A key reason for Action's continued growth and development in 2021 is the strength of our formula – offering a consistently surprising range of products at the lowest price. Customers really love Action. We matter to them. That's true for everyday essentials like laundry detergent, soap, toilet paper and kitchen rolls. And it's also true of our other categories: from toys to clothing and from sports equipment to interior design and decoration articles. But Action would not be Action without our – now more than 65,000 – employees. They are Action's strength, with their extraordinary flexibility and perseverance, especially given the uncertainty and ever-changing situation with Corona and the diverse local policies in the different countries"*.

Action Sustainability Programme (ASP)

Sustainable sourcing and production are essential to Action's future and responsible growth. Action is taking action on climate change by reducing absolute CO₂ emissions from its own operations by 50% by 2030 compared to 2020. By 2024, none of the Action stores will use gas.

Says Hajji, *"Action can be a major player in making more sustainable products accessible to everyone. Action has the scale and the position to provide our customers with good quality, responsible products at the lowest price. As a leading discount retailer, we see it as our responsibility to continuously work on improving our products, our supply chain and our carbon footprint. Also in 2021, we made progress in further concretizing our plans regarding*

the circularity of our products to reduce the carbon footprint of the highest volume products and increase their circularity. In 2022, these plans will be ready for our entire range”.

In 2021, 70% of Action’s wood products and 86% of its cotton products were sourced more sustainably. This initiative is progressing faster than planned and Action expects to move its goal of 100% sustainable sourcing of these materials to as soon as 2024.

Action publishes its [Update2021](#) today with more information on our business activities and how we are further improving sustainability throughout our supply chain, source responsibly and offer growth and development opportunities to our around 65,000 employees.

Today’s news

In her new role as CEO from 1 January this year, Hajir Hajji also reflects on the current year. *“The year 2022 has begun with a pace and an impact that once again affects our employees, suppliers and partners in different ways. The war in Ukraine is affecting us all – each in our own way. We have chosen to support UNICEF and make an active contribution to receiving refugees in the area between Poland, the Czech Republic and Ukraine. We are also aware that this may have an impact on our employees and on our customers. This in turn requires flexibility and perseverance from our people, as well as the understanding that Action is also there for our customers – in these particularly challenging times”.*

About Action

Action (action.com) is the fastest growing non-food discounter in Europe, offering an ever-changing variety of 6,000 products in 2,000 stores to 11 million customers every week. In addition, each week another 8 million consumers visit the Action.com website. Action employs over 65,000 people in 10 countries with 124 different nationalities. In the Netherlands, Action has 401 stores and 20,000 employees. While offering our constantly surprising assortment at the lowest prices, we continue to improve our products in terms of quality and sustainability. The promise of Action: Small prices. Big smiles.

For more information (not for publication):

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