

Girona, February 17th , 2022

Non-food discounter Action makes its debut in Spain

First store opens in Catalunya

Europe's fastest-growing non-food discounter opens its first Spain store in Girona today. Action successfully surprises customers with a broad, ever-changing assortment and the lowest prices in over 2,000 stores across Europe.

"Girona is the perfect starting point for our market entrance into the Spain. Our store is located in a fantastic, varied retail environment, offering a modern ambience and lots of parking spaces for our customers. We will open several new stores in the Catalunya region in the next couple of weeks to reach even more customers," adds Monique Groeneveld, General Manager Start-Up countries, who is currently in charge of Spain.

Spain has a new player on the retail market. Action is a fast-growing international non-food discount retailer which started in the Netherlands in 1993. Its concept has already proven successful in nine countries: the Netherlands, Belgium, Luxemburg, Germany, Austria, Poland, France, Czech Republic and Italy. Action is now taking its first steps into its tenth country.

"Spain is a very interesting country for us. Not only is it close to existing markets and can easily be integrated into our supply chain. It's an economically strong country with a good infrastructure and Spanish customers tend to be cost-conscious, whilst appreciating good quality products. That is why we believe that Spanish customers will embrace our concept with our low prices and Action's surprising and dynamic product range", says Hajir Hajji, CEO of Action.

The inauguration was attended by Mr. Joan Martí Bonmatí, Director of the Territorial Services of the Department of Enterprise and Labor in Girona - Generalitat de Catalunya, who said that *"it is a privilege for me to accompany the entire Action team at the opening of this first store in Catalonia. The value of commerce, as we understand it, is to provide quality service and proximity to citizens, with a diversity and supply of products that will surely be an incentive, not only for potential buyers, but also for the entire commercial fabric of the country"*.

On the other hand, the mayor of Girona, Marta Madrenas Mir, who will attend the event in the afternoon where Action and the Johan Cruyff Foundation will discuss their collaboration agreement, explains that *"from the Girona City Council we work for dynamism in the city, to generate opportunities in the productive fabric that allows the creation of wealth and jobs, and we do it even more emphatically after the consequences of the covid. A symbol of this dynamism is the arrival in the city of new stores and businesses such as Action, which has chosen Girona to open its first store in the country. We are very pleased because it is yet another example that*

Girona is a good place to invest, and we wish the chain and the whole team every success in the future".

Action concept

With more than 6,000 products on the shelves, Action offers a broad range of products at low prices - at least 1,500 products sold in Action stores cost less than 2€ . Surprise is a key element of the shopping experience in Action stores. Spanish customers will now experience this excitement first-hand: two-thirds of the assortment changes constantly, with over 150 new items introduced each week. – The product range, with items from over 350 well-known brands and more than 70 private labels, consists of 14 categories: decoration, DIY, toys and entertainment, stationery and hobby, multimedia, household goods, garden and outdoor, laundry and cleaning, pet, sport, clothing and linen.

Sustainable progress every day

Sustainable sourcing and production are key to enable Action's future and responsible growth. The non-food discounter has a simple and efficient business model that combines quality and sustainability at low prices. The scale and opportunity to provide customers with good, responsible value at the lowest price is demonstrated by an increasing number of sustainable products on the shelves. Action continuously improves the quality and sustainability, not only of its products, but also of its stores. All Action stores will operate on 100% renewable energy by the end of 2022. This store uses 100% LED light and smart meters to reduce energy use. Action will issue an update on its sustainability ambitions early 2022.

Celebrate opening in Girona with partnership Cruyff Foundation

In addition to the opening of its new store in Girona, Action closes a three-year collaboration agreement with the Johan Cruyff Foundation. The Cruyff Foundation supports and develops high-impact sports and leisure projects around the world, focusing on children and young people for whom sport is not an evidence.

Together, Action and the Cruyff Foundation give children the space to develop, make friends and improve their physical and mental health.

"We are proud that we can support the Cruyff Foundation in its activities to help children to play sports. We are delighted to be able to help them develop, gain confidence and bring out the best in themselves," says **Hajir Hajji**.

Furthermore, with this partnership, Action is involving its employees by offering them the opportunity to become monitors and help local children with sports activities so that they can actively participate in this partnership.

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PRESS RELEASE

About Action

Action (action.com) is the fastest growing non-food discounter in Europe, offering an ever changing variety of approx. 6000 products in 2000 stores to more than 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 over 130 different nationalities. 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.

Website: www.action.com