

Prague, 22 January 2022

## **Action opens 2,000<sup>th</sup> store in Prague**

Action, the fastest growing non-food discounter in Europe, passes the 2000<sup>th</sup> store mark with the opening of the new store in Prague.



### **Growth in Europe**

Action started almost 30 years ago with one small discount store in Enkhuizen, the Netherlands. Ever since, Action has been expanding from country to country, from city to city and will continue to do so. Action is now active in 9 countries offering an ever changing variety of 6000 products to 11 million customers every week. Additionally 8 million customers visit the Action.com website. Spain will be the 10<sup>th</sup> European country where Action will be opening stores and servicing its customers.

Hajir Hajji, CEO Action: *“We highly appreciate the warm welcome in the Czech Republic. Starting the year with this amazing milestone marks a major achievement for the more than 65,000 Action employees, now working across Europe, including in the 2,000 stores. On that base we will further accelerate our international growth in the years to come to serve millions of customers across Europe.”*

## **Sustainable progress every day**

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 2024, and will by then have ceased using natural gas in its stores. .

Action will issue an update on its sustainability ambitions early 2022.

## **The secret of success**

Action offers a continuously changing assortment at small prices, focused on a range of 14 different categories, which allows us it to buy large volumes. The categories are designed to cover the key areas of our customers' interests. The limited number of articles reduces 'waste' products and results in higher sales densities. In every country our Action stores offer an almost identical assortment. Our stores are mostly located just off the highstreets, but are always easy to find.

## **About Action**

Action ([action.com](http://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 9 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](http://www.action.com)