

Bratislava, 2 March 2023

## Action opens its first store in Slovakia

- **First Action store in Bratislava and more stores to come in other Slovak regions**
- **The new store in Bratislava measures more than 1,000 square meters and employs 20 people**

Action, the fastest-growing non-food discounter in Europe, opens its first store in Slovakia today. The company's first Slovak store opens in Bratislava and more stores will open in other regions before the end of 2023. Slovakia is the eleventh country where Action operates.

Starting today, residents of Bratislava and anyone else visiting can enjoy the 'Action Formula': 6,000 good quality products in 14 product categories (ranging from toys and crafts to household products, and from gardening to DIY and food) at the lowest possible price. Action offers a surprising assortment with 150 new products on the shelves each week. More than 1,500 products are priced at less than 1 euro. The average price of all products is less than 2 euros.

Additionally, Action wants to make sustainable products accessible to everyone. As a leading discount retailer, Action feels responsible for continuously improving its products, supply chain, and CO2 emission. Products are improved by reducing their carbon footprint and increasing their circularity. In 2021, already 70% of Action's wooden products and 86% of cotton products were sourced more sustainably. Action expects to achieve its goal of 100% sustainable sourcing of these materials as soon as 2024.

*"We are extremely excited to open our first store in Slovakia. This is an important step in our expansion and we are convinced Slovak people will enjoy shopping at Action, as we are well established in the nearby neighbouring markets of the Czech Republic and Austria. We want to bring the unique Action experience to all parts of Slovakia and introduce it to a growing number of Slovak customers"* explains Petr Juliš, General Manager for Action in Slovakia and in the Czech Republic.

*"We welcome the arrival of successful Dutch companies such as Action. They not only bring a new shopping experience but also job opportunities to Slovak people. We appreciate businesses that strive for sustainability in their daily activities. I wish them success in opening this and new stores and fruitful results for their circularity efforts,"* said Gabriella Sancisi, Ambassador of the Kingdom of the Netherlands to Slovakia.

Slovakia is not a brand new environment for Action. In 2021 the discounter opened its 50,000 sqm distribution center in Bratislava, which already supplies its stores across Austria and Germany, and now supplies the local market.

With more than 2,200 stores in Europe, Action employs 68,000 employees of which more than 5,750 were hired between 2021 and 2022.

Spacious and easily accessible, the new store measures more than 1,000 square meters large. It is located in Danubia Shopping Center at Panónska cesta 38/A in Petržalka. Customers can benefit from large parking. The store is open from today onwards, from 08:00 am to 09:00 pm, Monday to Sunday.