

Ensues La Redonne, 1st June 2023

Action inaugurates its fifth distribution centre in France in Ensues la Redonne



Today, Michel Illac, Mayor of Ensues la Redonne, Hajir Hajji, CEO of Action and Richard Delgenes, Supply Chain Manager Action Logistic, opened the company's fifth distribution center (DC) in France. With this DC located in Ensues la Redonne, Action is taking a new step forward and strengthens its supply in France to live up to its ambitions.

After opening the first store in France in 2012, Action is now an established name in the French retail landscape with over 740 stores. This continuous growth has led to the size of the company today and its logistics network in France accordingly, which until now has been structured around the Moissy-Cramayel (Paris region) and Labastide-Saint-Pierre platforms (Toulouse region), Verrière en Anjou (Pays de la Loire) & Belleville (Lyon region).

For Hajir Hajji, CEO of Action, *"France is an important growth market for Action. With this new distribution centre, we will be able to continuously meet the needs of our French customers and support our ambitions in France. Ensues la Redonne is a strategic location for Action to supply existing and new stores in South-East France and Marseille area. In addition, we contribute to the local development and economy: More than 280 jobs will be created for the region. We appreciate the work of our partners to make all this happen. With their efforts and dedication, we effectively expand our DC capacities in France,"* explains Hajir Hajji.

The DC was developed together with BARJANE, a responsible property investor in France. *"We are thrilled to be part of this project",* explains Julie Barlatier, CEO of BARJANE, *"and proud to inaugurate this distribution centre together. It combines landscape integration, energy efficiency and a high quality working environment in an exemplary way".*

For the operation, Action has selected Geodis, a leading logistics partner in the distribution sector: "GEODIS is delighted to have been chosen as the preferred logistics partner to take charge of the operations of this distribution center and support Action in its growth in the South-East region.

All our teams are already mobilized and committed to providing a quality logistics service for Action and its customers". States , Frédéric Pascal, CEO GEODIS Contract Logistics France & Maghreb

A sustainable approach to environment and communities

In close cooperation, Action and BARJANE, developed a state-of-the-art distribution centre of 55,000 square meters located in Le Parc des Aiguille, 40 km away from Aix en Provence. The building meets high standards of sustainability, and was thus certified BREEAM 'Excellent'. It is fully equipped with LED lighting, and during heavy rain fall water catching ponds around the building prevent that surrounding areas are flooded. The roof is equipped with a solar power grid.

The new distribution centre fits the Action Social Responsibility strategy which sets the basis for a sustainable approach towards people and environment. It affects all business levels of Action and defines four key areas: people, planet, product and partnership. Throughout the supply chain, the company invests in solutions to save energy, reduce CO2 emissions with the goal of a 60% reduction by 2030. The new logistics building in Ensues uses equipment and processes that have been proven successful in other Action DCs.

The French market, an important driver of Action's growth in Europe

Action operates more than 2,300 stores across Europe and provides work to more than 80,000 people. With more than 740 stores throughout the country and more than 17,000 employees, France is Action's leading market today.

Hajir Hajji, CEO of Action, "*We are committed to continuing to invest in opening new stores and strengthening our distribution capabilities in France.*"

About Action

Action is the fastest growing non-food discounter in Europe. The company offers a variety of nearly 6,000 ever-changing products in more than 2,263 stores. More than 15 million customers visit Action every week in Europe and 6.5 million consumers visit the Action.com website every week. Action employs more than 80,000 people of more than 136 different nationalities in 11 countries. France is the company's largest market with more than 740 stores and 17,000 employees. Voted "France's favorite brand" in 2023, Action is perceived as a solution for the French in the current economic context.

The continuous improvement of its supply policy allows it to offer a constantly surprising assortment and quality, sustainable products at low prices to all its customers. Action's promise: Small prices. Big smiles. Website: www.action.com
