

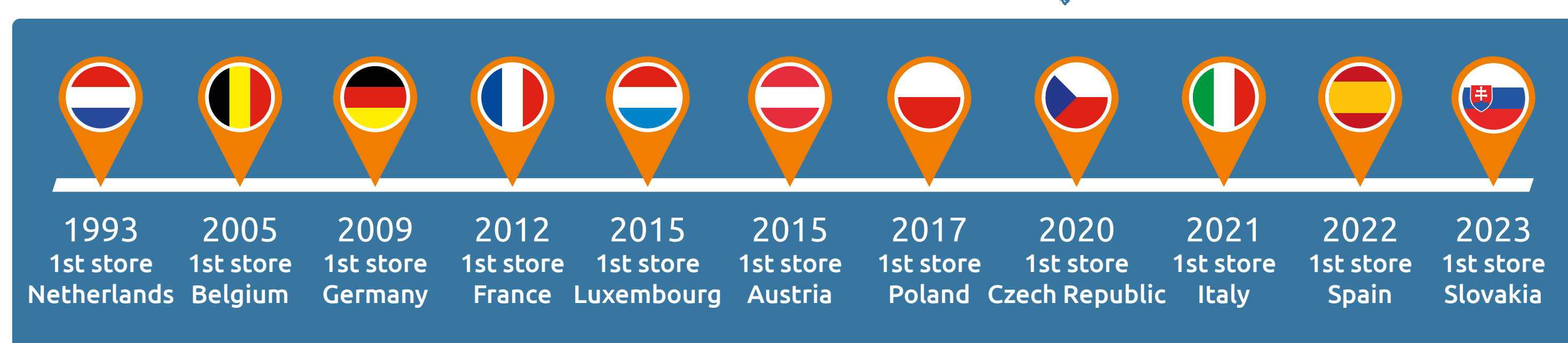
Action at a glance

Facts

- Founded 30 years ago (1993) in Enkhuizen (NL)
- Headquartered in Zwaagdijk-Oost (NL)
- More than **2,350 stores** in 11 countries
- 13 distribution centres
- € 8,9 billion net sales in 2022
- 14 million customers and 6.5 million website visits every week



Our stores



Our products

- 1,500 products under €1
- Average selling price €2.20
- 488 well-known A-brands
- 73 private labels for which we regularly receive awards

Categories



Action app

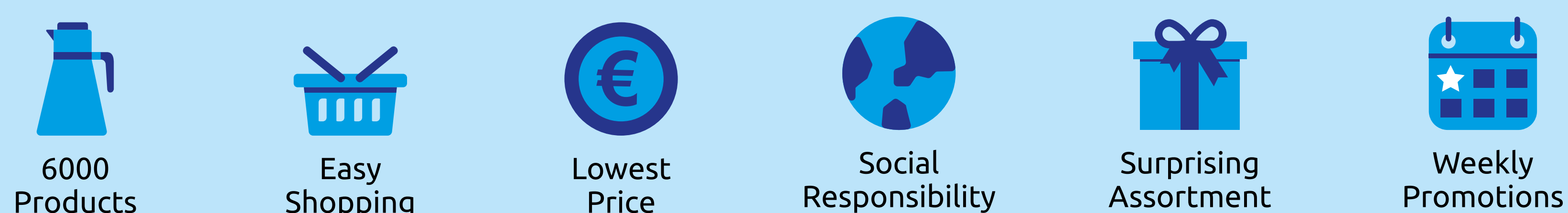
The Action app is now available in the Netherlands, Spain, Belgium, France, Czech Republic, Luxembourg and Slovakia and will be rolled out to other Action countries.



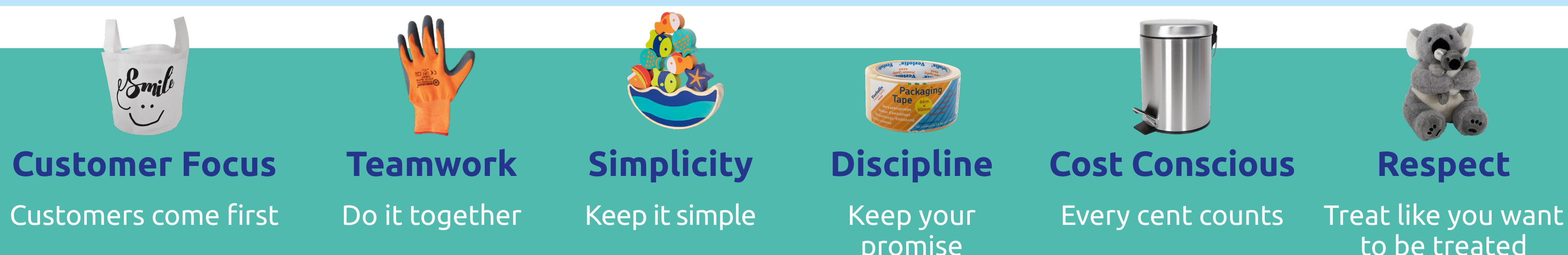
Why our prices are low

- No fixed assortment
- Low overhead costs
- We buy big volumes
- Simple business model
- Efficient supply chain
- No highstreet locations
- Low marketing expenditures
- Standardised store processes

Brand Promise



Our 6 values



Action Sustainability

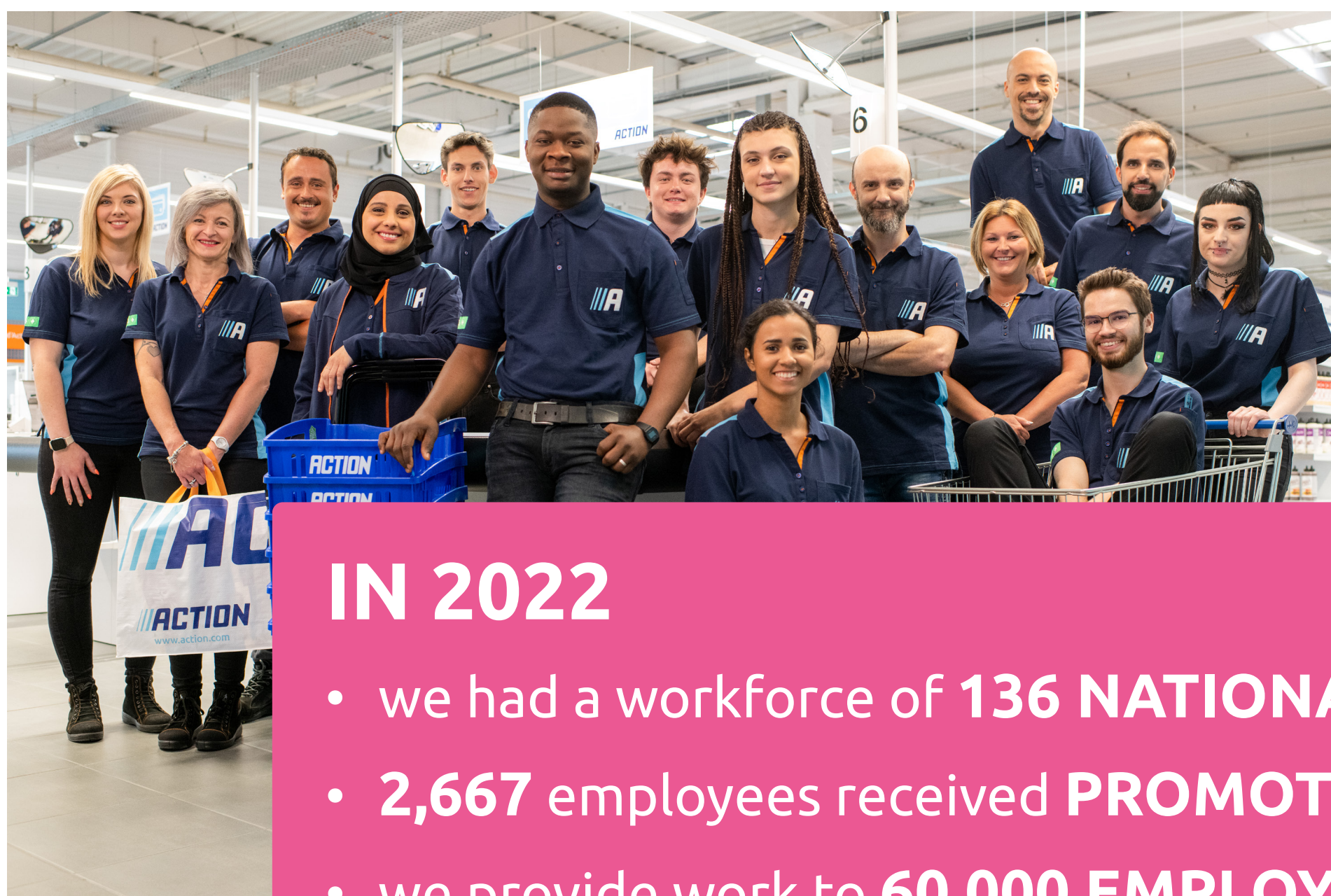
Programme (ASP)

As the fastest-growing non-food retailer in Europe, we believe that we have the scale and opportunity to provide our customers with quality and sustainable products at the lowest price possible. Action wants to make sustainability accessible for everyone.

Action's Sustainability Programme is built on the four pillars:

People

Our employees are essential to our success.



IN 2022

- we had a workforce of **136 NATIONALITIES**
- **2,667** employees received **PROMOTIONS**
- we provide work to **60,000 EMPLOYEES**
- we created **8,211 NEW JOBS**
- we **TRAINED 61,343** people

Planet

We are committed to reduce the emissions from our own operations by 60% in 2030.



4 ELECTRIC TRUCKS

Pilot for our DC in Echt (NL) and Biblis (DE)

SUSTAINABILITY IN OUR STORES

85% of our stores are now **DISCONNECTED FROM GAS**

95% of our stores are fitted with **ENERGY EFFICIENT LED LIGHTS**

Over **1,700** stores have **DIGITAL SMART METERS**

Product

We want to offer products that are sourced responsibly and affordable for all our customers.



PRODUCT CIRCULARITY

We have developed specific circularity plans for all our 14 product categories.

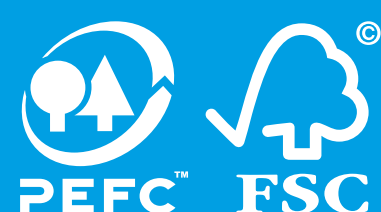
90% of our cotton is sourced more sustainably.



100% of our private label cocoa products are sourced as Fairtrade.



92% of our timber-based products are sourced more sustainably.



Partnership

We consider ourselves part and partner of society.



WE ARE DEDICATED PARTNER

of SOS Children's Villages and Johan Cruyff Foundation



SOS CHILDREN'S VILLAGES



Scan the QR-code for more information about our sustainable efforts