

Action at a glance



Facts

- Founded 30 years ago (1993) in Enkhuizen (NL)
- Headquartered in Zwaagdijk-Oost (NL)
- **2,566 stores** in 12 countries
- 303 stores added in 2023
- 13 distribution centres
- € 11,3 billion net sales in 2023
- 16.7% Like-for-like sales growth in 2023
- 15.3 million customers and 9.6 million website visits every week

Our stores



Action app

The Action app is now available in Spain, Belgium, the Netherlands, Czech Republic, Luxembourg, France, Slovakia and Portugal.



Our products

- 1,500 products under €1
- Average selling price €2.20
- 6,000 products in 14 categories
- 150 new products every week
- 73 private labels for which we regularly receive awards

Categories



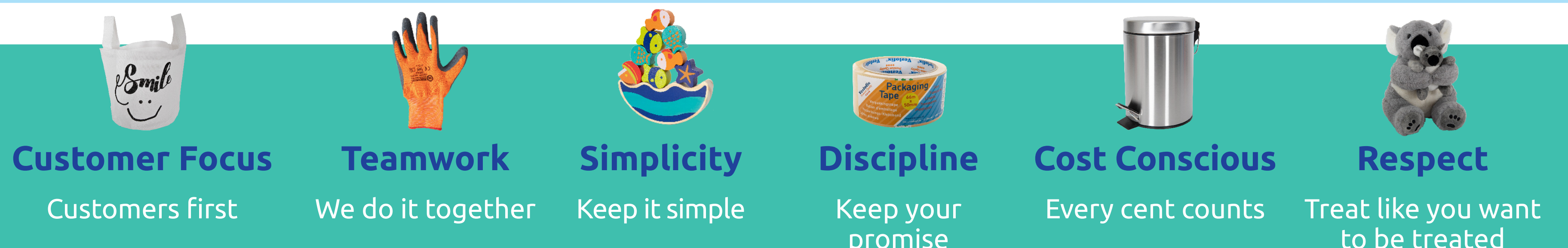
Why our prices are always the lowest

- No fixed assortment
- Low overhead costs
- We buy large volumes
- A simple way of doing business
- Efficient logistics
- No high street locations
- Low marketing spend
- Standardised processes

Brand promise



Our 6 values



Action Sustainability

Programme (ASP)

At Action, we believe that we can offer good quality products at the lowest price, while still caring for people and the environment. By continuously improving our sustainability and quality, we make sustainability accessible to many. This is how we have a positive impact on society.

Action's Sustainability Programme is built on four pillars:

People

Our employees are essential to our success.



IN 2023

- we had a workforce of **155 NATIONALITIES**
- **2,742** employees received **PROMOTIONS**
- we provided work to **69,040 EMPLOYEES**
- we created **8,988 NEW JOBS**
- each Action employee got an average **2.5 hours of TRAINING**

Planet

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



-46% Reduction in carbon emissions from our own operations compared to base year 2021

SUSTAINABILITY IN OUR STORES

88% of our stores are now **DISCONNECTED FROM GAS**

99% of our stores are fitted with **ENERGY EFFICIENT LED LIGHTS**

90% of electricity for our stores now comes from **GREEN SOURCES**

Product

We want to offer affordable, good quality products.



PRODUCT CIRCULARITY

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

100% of our cotton is sustainably sourced.



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



94% of our timber-based products are sustainably sourced.



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



Action supported **2,304 children** across Europe and Asia through SOS Children's Villages in 2023.



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