

# Action Highlights

**ACTION**

**2023**

In what was a great year for Action, we made great strides in growing the company and reducing our environmental impact.



In 2023, Action celebrated its 30<sup>th</sup> anniversary. Since our foundation, we have become a fast-growing discount retailer operating in Europe.

**€11.3**

billion in net sales,  
+28% year-on-year

**16.7%**

Like-for-like sales  
growth vs 2022

**8,988**

New jobs created  
during 2023



Our products continue to win awards – 14 in 2023 – among them Superfinn Anti Limescale Power Spray and Zenova Sensitive Sunmilk.

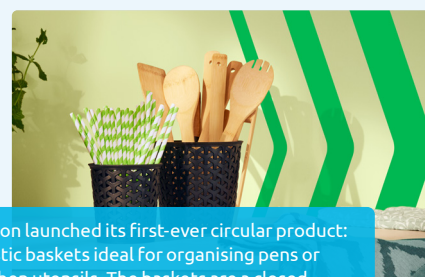
**-11%**

Reduction in carbon  
emissions from our  
own operations

**100%**

Of our cotton  
sustainably sourced

We took further measures to reduce our carbon footprint. For example, we switched away from natural gas, installed more solar panels, and finalised preparations to commit to the Science-Based Target initiative (SBTi).



Action launched its first-ever circular product: plastic baskets ideal for organising pens or kitchen utensils. The baskets are a closed-loop product that reuses materials – in this case, damaged items returned from customers – to prevent them from being wasted.

**303**

In 2023, we added  
303 new stores.

**11**

In 2023, we also  
increased the  
number of countries  
in which we operate  
from 10 to 11.

**2,566**

By the end of  
the year, we had  
2,566 stores  
across Europe.

We opened our 799<sup>th</sup>  
store in France in 2023  
– before reaching 800  
in January 2024.

**799**



During the year,  
we opened our

**300<sup>th</sup>**

store in Poland  
and our

**500<sup>th</sup>**

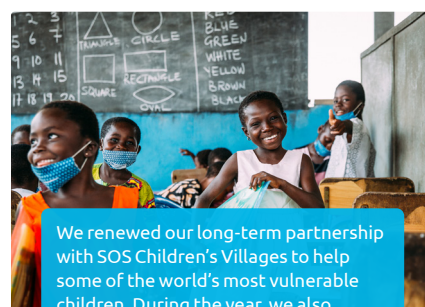
in Germany.

**2,500**

Our 2,500<sup>th</sup> store was  
opened in Madrid in  
November 2023.



We opened new distribution centres  
at Zakroczym in Poland and at Ensues-  
la-Redonne in southern France – and  
our first-ever store in Slovakia.



We renewed our long-term partnership  
with SOS Children's Villages to help  
some of the world's most vulnerable  
children. During the year, we also  
donated emergency relief to thousands  
of victims of natural disasters.