

Action Highlights



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 30th 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 799th store in France in 2023 – before reaching 800 in January 2024.

799



During the year, we opened our

300th

store in Poland and our

500th

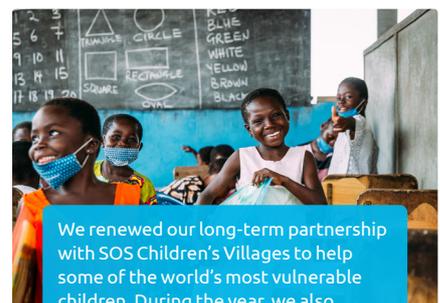
in Germany.

2,500

Our 2,500th 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.