



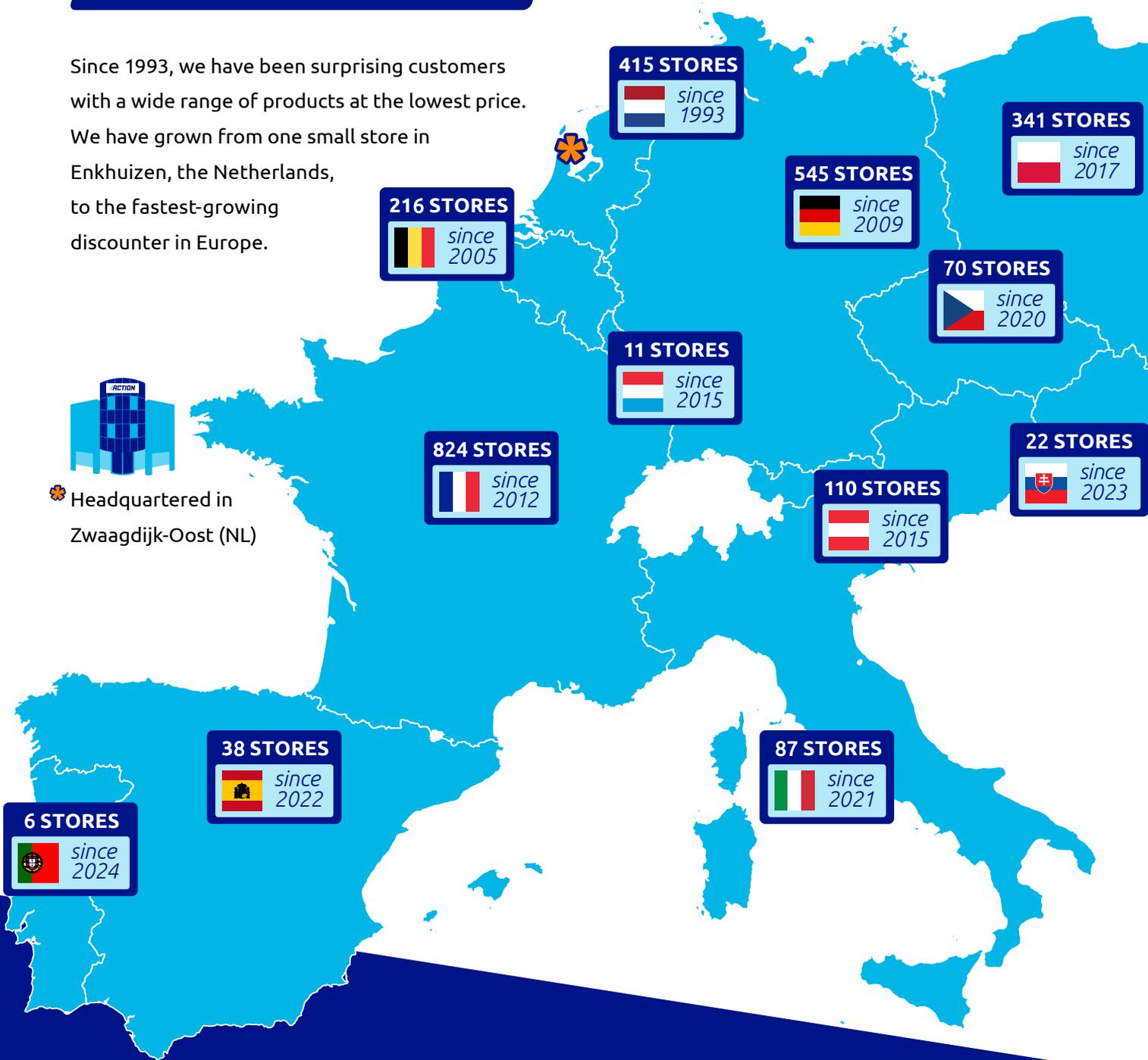
# Action

# Factsheet

Since 1993, we have been surprising customers with a wide range of products at the lowest price. We have grown from one small store in Enkhuizen, the Netherlands, to the fastest-growing discounter in Europe.



Headquartered in  
Zwaagdijk-Oost (NL)



**€6.2 billion**

net sales in 2024 (1H)

**17.3 million**

customers visit our store every week on average

**119**

stores added in 2024

**9.0%**

like-for-like sales growth in 2024 (1H)

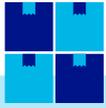
**9.6 million**

website visits every week on average

**2,685**

stores in 12 countries

## Why our prices are so low



We buy large volumes



No fixed assortment



Efficient logistics



Low overhead costs



Low marketing spend



Standardised processes



No high street locations



Simple business model

## Our products

1,500 products under €1

6,000 products in 14 categories

€2.25 is the average selling price

73 private labels for which we regularly receive awards

150 new products every week



## Our categories



Multimedia



Do It Yourself



Pets



Health



Linen



Decoration



Clothing



Toys & Entertainment



Household & Goods



Stationery & Hobby



Garden & Outdoor



Food & Drinks



Laundry & Cleaning



Personal Care

# Our values

**Customer Focus**  
Customer first

**Teamwork**  
We do it together

**Simplicity**  
Keep it simple

**Discipline**  
Keep your promise

**Cost Conscious**  
Every cent counts

**Respect**  
Treat others as you want to be treated



# Our brand promise



Daily necessities and products that make everyday life easier or more enjoyable



Taking action through the Action Sustainability Programme (ASP)



Always the lowest price



An enjoyable shopping experience



Good quality at the lowest price

# 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



Planet



Product



Partnership

## People

Our people are essential to our success.



**159 nationalities** in our workforce

**1,885 employees** received promotions in 2024

**72,222 colleagues** are provided with work

**3,577 new jobs** were created in 2024

**2.5 hours of training** was provided in 2023, on average, for each Action employee

## Planet

We are committed to reduce the emissions from our own operations (scope 1 and 2) by 60% in 2030.



**46% reduction**

in carbon emissions from our own operations compared to base year 2021

**99% of our stores**

are fitted with energy efficient LED lights

**98% of our stores**

are now disconnected from gas

**90% of electricity for our stores**

now comes from green sources

## Product

We want to offer affordable, good quality products.

Circularity plans are developed 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.

# 2,304 children

supported by Action across  
Europe and Asia through  
SOS Children's Villages in 2023



## SOS Children's Villages and Johan Cruyff Foundation

Dedicated partners



SOS CHILDREN'S  
VILLAGES



*for more information about  
our sustainable initiatives  
scan the QR-code*



# /// ACTION