



Zwaagdijk, Thursday 13 October 2016

Over 750 Action stores in Europe

Retail chain continues to grow apace

Action, one of Europe's largest non-food discount retailers, continues to grow rapidly and now has more than 750 stores in six countries. Today Action will open its 100th store in Germany, in Lampertheim, while next week's opening of a new store in Grenoble will bring the total number of French stores to 200. Action remains focused on international expansion and plans to open more stores before the end of the year.

"Action has grown into an international organisation of some considerable size. Our formula offers huge growth opportunities. At Action everything revolves around our customers. Our growth is enabling an increasing number of people to discover our amazingly low prices and our large, constantly changing range. Our staff create a great shopping environment, they are proud of our company – and show it. It is a combination that appeals to customers everywhere," said Action CEO Sander van der Laan. "Opening new stores enables us to boost the local economy and create jobs."

Action is continuing to expand internationally, particularly in Germany and France but also in the Netherlands, Belgium, Luxembourg and Austria. The strong international growth, with an increasing number of stores outside the Netherlands, means that the organisation is evolving from a typically Dutch business into a European discount retailer. Action expects the number of new stores opened this year to exceed the 141 opened in 2015.

France: 200 stores

Action has been operating in France since December 2012 and has experienced huge growth since then. In 2015 Action opened 68 stores in the country and has already opened 80 in the year to date. Next week will see the opening of the 200th French store in Grenoble. To support the growth in France the first French distribution centre was taken into service in Moissy-Cramayel in the first quarter of 2016. This distribution centre is already being expanded and building work has started on a second distribution centre near Toulouse.

Germany: 100 stores

Action opened its first German store in 2009 and today reaches the milestone of 100 stores with the opening of the Lampertheim store. In June of this year building work started on the first distribution centre in Germany, in Biblis near Mannheim. The centre is expected to come on stream in the spring of 2017.

About Action

Action is a fast-growing international non-food discounter with more than 750 stores in the Netherlands, Belgium, France, Germany, Luxembourg and Austria and over 29,000 employees. In 2015 Action posted sales of over EUR 2 billion. More than a third of the more than 6,000 articles Action offers in its stores is part of our standard range. The rest of the range is dynamic and changes rapidly. Our product range includes household products, office supplies, cosmetics, food & drink, toys, textiles, glassware, porcelain and crockery, seasonal items, decorative articles and DIY products. Action introduces more than 150 new articles every week.

Action is able to charge extremely low prices due to its large scale and efficient purchasing, optimal distribution and cost-conscious corporate culture. Consumers appreciate these surprisingly low prices and our constantly varying range of products. Many customers visit Action stores more than once a week and see it as fun shopping because they are constantly surprised with new items. The fact that customers recognise and appreciate this was reflected in a survey conducted in 2015 among more than one million consumers in nine countries, in which Action was voted Retailer of the Year Europe 2015-2016.