

Warsaw, 31st October 2018

ACTION celebrates one year anniversary in Poland and kick-starts development of distribution centre

The non-food discounter settles in Poland

One year after entering the Polish market, the fast-growing international non-food discounter Action operates 15 stores in Poland and looks back to successful developments in the country. In the meantime, the construction works for a distribution centre in Poland have begun. The distribution centre in Osła (Gromadka commune) marks another milestone in Action's development and expansion.

One year of "low prices, big smiles" in Poland

Since October 2017 Action has offered a wide range of more than 6,000 products in 14 categories at the lowest possible prices in Poland. Within one year Action opened a total of 15 stores in Poland. Until the end of this year, Action plans to add roughly another ten stores. Up until now, the Polish entity of Action has grown to a company employing more than 250 people. "We are happy to see that the customers in Poland embrace our concept as much as in the other European countries in which we operate. Thousands of customers visit our stores in Poland every week, and we see that this number of customers is growing steadily", explains Sander van der Laan, CEO of Action.

Action – continuous growth in Poland

Action's dynamic development on the Polish market has set an impulse to take new steps.

"Expanding and opening new stores also means that we need to strengthen our Polish organization and supply chain accordingly. That is why we will open a Polish country office in Katowice and why we have decided to develop a distribution centre in Poland ensuring a sustainable growth. Construction works have already begun in Osła. The city provides a strategically excellent location: it is centrally located for supplying our stores in Poland and Germany. In addition, it offers a good infrastructure and enough space to support our growth ambitions", says Sander van der Laan.

The Osła location will be the 8th distribution centre for Action in Europe. On an area of 45,000 square metres, Action will be able to store approximately 51,000 pallets. In the long run, the distribution centre will create 300 to 400 jobs. Stores in south-western Poland and eastern Germany will be supplied from here. The project will be realized together with the international construction company GOLDBECK. In the course of 2019, the building is scheduled to be delivered and to start operations.

"We are glad that we attracted an investor, who appreciates the business potential of our region. The development of this distribution centre will create hundreds of new jobs for residents, which will also have a positive impact on the local economy and community", explains Dariusz Pawliszczy, Mayor of Gromadka.

About Action

Action is a fast-growing international non-food discounter with more than 1,200 stores in the Netherlands, Belgium, France, Germany, Luxembourg, Austria and Poland. Action employs over 41,000 people. In 2017 total sales were EUR 3,4 billion. Around one 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. Action introduces more than 150 new articles every week. Our product range consists of 14 categories: decoration, DIY, toys & entertainment, stationery & hobby, multimedia, household, garden & outdoor, laundry & cleaning, food & drink, personal care, pet, sports, clothing and linen. Action offers many well-known brands and private labels. Action is able to charge extremely low prices due to its large scale and efficient purchasing, optimal distribution and the cost-conscious culture across the organisation. Action makes no concessions on the quality, safety or production conditions of our products. Our Action Ethical Sourcing Policy ensures a responsible social and environmental approach to manufacturing.

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