

Milano, January 20th 2022

Action appoints Philippe Levisse as new General Manager for Italy and breaks through the 2,000 stores mark in Europe

Action, the fastest growing non-food discounter in Europe, passes the 2000th store mark with the opening of the new store in Prague. Action also continues growing in Italy and appoints Philippe Levisse as its new General Manager for Italy.



New General Manager appointed for Italy

Action appoints Philippe Levisse as General Manager for the Italian market. Action debuted in Italy last April and opened seven stores in Lombardy and Piedmont.

Born in France Italian by choice, Levisse takes over Action's Italian operations from Monique Groeneveld, General Manager for Start Up Countries.

He was previously Retail Director of Douglas Italy dealing with sales, development, real estate and security, and earlier worked at Castorama Italy. Thanks to his long experience in the retail sector Levisse will drive Action forward on the Italian market.

"I am proud to be entrusted with continuing the great work of the Action team to date in Italy," said Philippe Levisse. *"Action's unique business model is providing something entirely new for Italian shoppers, and the company's rapid expansion on the market shows the popularity which that experience is gaining here, simply combining an ever changing variety of good quality products at affordable price. We look forward to opening new stores later this year in Italy".*

Growth in Europe

Action continues its growth in Europe: today, in the presence of the new CEO Hajir Hajji, the fastest growing non-food discounter in Europe opened its 2000th store in Prague.

"We highly appreciate the warm welcome in the Czech Republic. Starting the year with this amazing milestone marks a major achievement for the more than 65,000 Action employees, now working across a total of 2,000 stores in Europe. On that base we will further accelerate our international growth in the years to come to serve millions of customers across Europe." says Hajir Hajji, CEO of Action.

Action started almost 30 years ago with one small discount store in Enkhuizen, the Netherlands. Ever since, Action has been expanding from country to country, from city to city and will continue to do so. Action is now active in 9 countries offering an ever changing variety of 6000 products to 11 million customers every week. Additionally 8 million customers visit the Action.com website. Spain will be the 10th European country where Action will be opening stores and servicing its customers.

Sustainable progress every day

Action's continuously improves the quality and sustainability, not only of its products, but also of its stores.

All Action stores will operate on 100% renewable energy by the end of 2024, meaning that the company will stop using gas in stores for heating.

Action will issue an update on its sustainability ambitions early 2022.

The secret of success

Action offers a continuously changing assortment at small prices, focused on a range of 14 different categories, which allows us it to buy large volumes. The categories are designed to cover the key areas of our customers' interests. Through the limited number of articles – reduces 'waste' products and results in higher sales densities. In every country our Action stores offer an almost identical assortment. Our stores are mostly located just off the highstreets, but are always easy to find.

About Action

Action (action.com) is the fastest growing non-food discounter in Europe, offering an ever changing variety of approx. 6000 products in 2000 stores to more than 11 million customers every week. In addition, each week another 8 million consumers visit the Action.com website. Action employs over 65,000 people in 9 countries with over 130 different nationalities. While offering our constantly surprising assortment at the lowest prices, we continue to improve our products in terms of quality and sustainability. The promise of Action: Small prices. Big Smiles.

www.action.com