

Warsaw, 20th January 2022

Action opens its 2,000th store and continues growing in Poland

Action, the fastest growing non-food discounter in Europe, passes the 2000th store mark with the opening of the new store in Prague. The company also continues its dynamic growth in Poland. In 2021 Action opened a record number of 74 stores, debuting in all the country's provinces and hiring 1,000 new employees.



Action's success in Poland

Last year ended with great achievements for Action in Poland. The discount chain opened 74 new stores in the country and employed over 1000 people, exceeding the total number of 2000 employees. The company already operates in all the provinces in Poland and currently has 176 stores. Action's strategy for 2022 includes further development of the chain of stores across Poland. Both new openings and further recruitments within the company's structure are planned.

"Action is developing dynamically, which makes us a growing employer in Poland, both in agglomerations and smaller towns. We offer good and stable working conditions, opportunities for development and we respect diversity. Our growth will continue in 2022. Today I would like to thank all Action employees who have contributed to our success" explains Sławomir Nitek, General Manager for Action in Poland.

The increasing number of employees proves that Action invests both in infrastructure and in people, making sure that every employee finds understanding and support in the company, which positively influences the atmosphere in the workplace.

Growth in Europe

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.

"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.

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 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.