

Introduction



The strength of our team has once again contributed to the success of Action. We have obviously encountered challenges along the way; COVID-19 affected our people and customers with its direct and indirect impact on the product supply chain and stores again dominating the headlines. But still, 2021 was a year of remarkable growth for us.

Most importantly, we continued to be essential to our customers. Our customers truly love Action. All thanks to the commitment, perseverance and confidence of both our employees and suppliers. Every day, they showed resilience and flexibility. A major achievement that cannot go unmentioned.

Action is a successful business with a rock-solid formula, a unique culture and, above all, dedicated people! In 2021, we opened 267 new stores and two new distribution centres. We entered Italy and expanded significantly in the Czech Republic. In doing so, we created more than 5,000 new jobs.

Our employees are the backbone of our business. Their flexibility in 2021 was essential for our growth. We aim to provide a safe work environment and to create opportunities for employees' development within our company. Our employees are proud to work at Action and share our commitment to serve millions of customers every week and to deliver our

Sustainability Programme and digital strategy. As a leading discount retailer, we are continuously improving our products, our supply chain and our ecological footprint. Sustainable sourcing and production are key to enable our future and responsible growth. We act on climate change and strive to reduce the absolute emissions from our own operations. Action has the scale and the opportunity to provide our customers with good quality, responsible products at the lowest price. We can make sustainable products accessible to everyone.

We have made significant progress in generating the necessary insights on the circularity of our products. In 2021, we developed specific circularity plans for half of our product categories to identify opportunities to reduce their footprint and increase their circularity. In 2022, we will develop plans for the remaining product categories.

Ahead of our goals, in 2021 70% of our timber-based products and 86% of our cotton products were sourced more sustainably. We therefore decided to bring our goal of achieving 100% sustainable sourcing for these materials forward to 2024.

In 2021, we have also continued to develop our digital proposition. Our focus remains to keep customers informed about our products and to encourage them to visit our stores. We launched



the Action App and experimented with our online offer through e-commerce pilots. The app ensures our customers have information about our attractive offers and surprising new products at their fingertips. Offering digital connections to our customers provides additional opportunities for Action as we continue to grow and develop.

Learn all about Action, our achievements and our ambitions in this Update2021. Everyday actions throughout this digital Update make clear who we are and how we manage to provide surprise and good value at the lowest price.

Hajir Hajji
CEO