



# **ACTION S.A.**

# **corporate**

# **presentation**

2024

**Turning commerce into e-commerce**



# ACTION S.A.

## E-Commerce Distribution Centre (AEDC)

We manage various aspects of e-commerce, being responsible for what we offer, working with suppliers and customers, order processing, customer service, logistics, marketing strategies and other sales support activities.

**Our business is made up of four core elements:**



**01 What we offer**



**02 Our logistics**



**03 IT systems**



**04 People**



# Mission, vision and values of ACTION S.A.

## 01 Mission and vision:

**Mission** - we provide access to products and services that help us and our partners develop their business in Poland and elsewhere in the European Union.

**Vision** - to become, together with our partners, an important link for trade in Poland and in Europe generally.

## 02 Values:

**Integrity** – building trust and commitment.

**Cooperation** – helping to achieve common goals.

**Activity** – fostering creativity and development.

# Business model

- We transform two traditional trade markets, the wholesale (B2B) and the retail (B2C) markets, into professional and efficient online trading.
- We sell products from various industries.
- We develop our own e-commerce and marketplace projects.



# ACTION S.A. milestones



We started as an IT hardware distributor. We have been present on the Warsaw Stock Exchange since 2006.

**Today, ACTION S.A. is a company that transforms commerce into e-commerce.**

**01 1991**

Establishing a trading company selling IT equipment

**02 2002**

Launch of the Activejet and Actina brands

**03 2012**

One billion dollars in

**04 2016**

Launch of a groundbreaking new strategy

**05 2020**

Transformation into an e-commerce distribution centre

**06 2024**

AI-based business development



## ACTION S.A. – statistics

**32** years  
experience on the market

**+600**

**employment**  
people in business teams

**2.4** billion PLN  
Our annual revenue

**+20**

**Categor**  
Thousands of products in over 20 mar

**10**  
**k** B2B

**560**  
**k** B2C

# Our logistics centre



01

## Warehousing statistics:

- 32,000 sq m of space
- approx. 100,000 parcels per
- 5 km line of modern conveyors
- 22,000 containers controlled by an automated robotic warehouse system

02

## Delivery:

- 24 h within Poland, in 48 h to other

03

## Partnership with the largest courier companies:

- DHL, DPD, FedEx, InPost, Schenker, UPS

04

## Location:

- Central Poland, on the S7 route, Lesznowola junction



# Extensive product range

We offer thousands of products from over 20 market segments, including:

- 01** Pet products
- 02** Building automation
- 03** Home and office
- 04** Interior decoration
- 05** Electromobility
- 06** Photography
- 07** Photovoltaics
- 08** Gaming, computers and IT components
- 09** Musical instruments
- 10** Military and survival accessories
- 11** Automotive industry
- 12** Heating, air-conditioning



# Extensive product range

We offer thousands of products in over 20 market segments, including:

**13** Lighting

**14** Laundry and cleaning

**15** Products for children

**16** Products for seniors

**17** Server solutions  
and enterprise segment

**18** Networks, storage, CCTV

**19** Mobile phones and accessories

**20** Sport and leisure

**21** Audio and video equipment

**22** DIY & garden

**23** Health & beauty





# Principles of

- 01 We build long-term relationships
- 02 We focus on business needs
- 03 We are always open to negotiations and offer
- 04 We use different sales models
- 05 We offer specialised products and services



# B2B business

## Our projects

**Each day, our IT team takes care of the security for our e-commerce platform, B2B i-SERWIS, while our sales staff provide direct customer support – because good business starts with a conversation.**



# Our B2B projects



## 01

### Action Business Center

Responsible for the distribution of solutions and advanced products. Offers technical support and state-of-the-art logistics facilities connected with the B2B i-serwis platform. With what we offer and our specialised training, we can work with the top manufacturers in the business solutions segment.



## 02

### Action Global

We deal with the export and import of products, mainly within Europe, but also other countries in the world. As a reliable partner in the field of e-commerce, we are growing dynamically, providing the most popular products on the market through our B2B i-serwis platform.



## 03

### Home and Living

Everything you need for your home or office to make it comfortable and stylish. A wide selection of products on the B2B i-serwis platform for interior design, from furniture to decoration, toys, household items, innovative gadgets, as well as pet products and sports equipment.

# **#1: Our strengths in the B2B segment**

**We ensure a wide range  
of products available in  
one place, for shops  
and retail platforms that  
offer a variety of goods**

**We offset the negative  
effects of the seasonality  
of individual industries  
through the wide range of  
what we offer**

**We offer modern logistics  
solutions and extensive IT  
support**

**We operate with high  
efficiency**

**We work with a diverse  
range of suppliers  
and customers**

**#2: B2B  
business**

**Loyalty  
programmes**

**Convenient  
financing**

**Certification  
training**

**Practical  
workshops**

**B2B  
i-SERWIS  
e-commerce  
platform**

# B2B solutions: e-commerce at ACTION S.A.

- ✓ Easy and fast IT integration on the i-SERWIS e-commerce platform in XLSX/CSV or REST API/EDI
- ✓ **i-SERWIS enables:**
- ✓ access to the company's current offer according to key parameters and in different languages
- ✓ handling payments, complaints and service
- ✓ shipping in the sales model to the partner's premises





# Synergy of B2B and B2C projects

- By conducting business with B2C customers, we have access to knowledge related to the needs and trends in this market. We use this knowledge in practice to develop a tailored product offer for businesses (B2B) and individual customers (B2C), as well as to improve the quality of our customer service.



# Our B2C projects

**sferis.pl**

**01**

**Sferis.pl**

Multibranch online shop, where, in addition to consumer electronics, audio and video equipment, and household appliances, one can find products related to children, cosmetics and toiletries, medical and sports goods, as well as automotive products, music and DIY accessories.

 **Krakvet.pl**

**02**

**Krakvet.pl**

Online shop with a wide range of pet products for dogs, cats, rodents, birds and fish from well-known and reliable manufacturers; krakvet.pl experts run a blog and forum for their registered customers.

 **bron.pl**

**03**

**Bron.pl**

One of the largest online shops in Poland, with a wide range of weapons and defence articles available without a permit, shooting products and survival accessories from international manufacturers.

# Our B2C projects



## 04

**1.pl**

Expert in the area of gaming and business notebooks. The shop offers comprehensive customer support via live chat and unique benefits, such as an extra month of warranty, longer return times and shorter complaint processing times.



## 05

**Pomocedlaseniora.pl**

A shop with specialised products that makes everyday life easier for seniors, people with disabilities and their carers. The thousands of products we offer include simple gadgets to improve your comfort, as well as advanced medical equipment.



**TESTORIA**

**Tablety.pl**

## 06

**gram.pl, tablety.pl, testoria.pl**

Auxiliary websites with journalistic content from the area of general pop culture, product rankings, reviews and tests.

# Our B2C brands

**ACTINA**<sup>®</sup>

01

## Actina

A hardware brand for professional and passionate gamers. Thanks to its collaboration with the e-sports and gaming world, its popularity is growing among users across Europe. Actina also offers hardware for business and individual customers.

**Activejet**<sup>®</sup>

02

## Activejet

A wide range of innovative lighting products, office equipment, a variety of consumables and home furnishings.

**Actis**, the more economical alternative to Activejet, available on the market since 2011, offers inks and toners for tenders and home use.

**Actis**

**DIAMENTIQ**



03

## Diamentiq

A brand popular among everyone in Poland and abroad, offering a wide range of silica and natural cat litter. Diamentiq products ensure the perfect absorption of unpleasant odours and moisture.

**Petitto** is a brand of soft dog treats with a high meat content, ideal for puppies and adult dogs of various breeds.

# Our B2C business on marketplace platforms



We conduct sales through our own online shops as well as external sales platforms, mobile apps and the general marketplace in Poland and abroad, including:

01

**empik.com**

an e-commerce platform with a wide range of products

02

**Allegro.pl**

the largest Polish marketplace

03

**Erli**

a sales platform with an affordable product range

04

**Allegro.cz**

an online sales platform in the Czech Republic

05

**eMag.ro**

the largest Romanian marketplace

**#1: Most  
important  
aspects for the  
B2C segment**

**Reaching out to the  
mass market**

**High-quality  
content**

**Good  
understanding of**

**Individual service,  
direct contact  
with the consumer**

**Consumer  
marketing,  
promotions, traffic  
acquisition**

# Join our circle of customers



## **B2B CUSTOMERS**

- Retail chains, shops, resellers, and integrators
- e-commerce in Poland and abroad
- e-commerce platforms and marketplaces, companies, and distributors



## **B2C CUSTOMERS**

- Individual customers and consumers
- customers of our B2C projects, and marketplaces

## ESG at ACTION S.A.

**At ACTION S.A. we operate in a transparent and socially responsible manner.**

01

In December 2023, we started work on the ESG strategy, which is part of the business strategy of ACTION S.A. ensuring the development of the company in respect of the principles and values in such aspects as the environment (E), people (S) and corporate governance (G).

**Feel free to contact us**



**[www/Action.pl](http://www.action.pl)**



**Zamienie  
Ul. Dawidowska 10  
05-500 Piaseczno**



**LI/ACTION S.A.**





# Thank you!

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