

POLISH FINANCIAL SUPERVISION AUTHORITY

Current report no. 27/2010

Date drawn up: 2010-07-30

Abbreviated name of issuer: ACTION S.A.

Subject: Disposal of shares by a supervising individual

Legal basis: Article 160 (4) of the Trading Act – particulars of transactions conducted by persons having access to confidential information

Content of the report:

The Management Board of ACTION S.A. hereby announces that today, on 30 July 2010, the Company received a notification submitted by a Member of the Management Board of ACTION S.A. on disposal of 23,000 of their shares of the Company at the Warsaw Stock Exchange. The transactions were executed on 07/27/2010 . A total of 23,000 shares were sold at the average unit price of PLN 18.45 per share.

The individual who sold those shares is currently in possession of 471,834 shares of ACTION S.A., which constitutes 3.02 % of the Company's share capital and 2.87 % of the total number of votes at the General Meeting of its Shareholders.

Prior to the sale transaction, the individual held 494,834 shares of ACTION S.A., which constituted 3.02 % of the Company's share capital and 3.02 % of the total number of votes at the General Meeting of its Shareholders.