

POLISH FINANCIAL SUPERVISION AUTHORITY

Current report no. 7/2010

Drawn up on: 2010-01-26

Abbreviated name of Issuer: ACTION S.A.

Subject matter: Purchase of a significant package of ACTION S.A. shares

Legal basis: Article 70 Subsection 1 of the Act on Public Offering - purchase or disposal of a significant package of shares

Content of the report:

The Management Board of ACTION S.A. informs that yesterday, i.e. on January 25, 2010, the Company received notification under Article 69 (1) (1) of the Act of July 29, 2005 on public offering and the conditions of introducing financial instruments to an organised trading system and on public companies (Journal of Laws no. 184 item 1539 as amended) from GENERALI Otwarty Fundusz Emerytalny with its registered office in Warsaw, at ul. Postępu 15B, that following the purchase of ACTION S.A. shares as of January 18, 2010 GENERALI Otwarty Fundusz Emerytalny holds more than 5% of votes at the General Meeting of ACTION S.A. Shareholders.

Before January 18, 2010 GENERALI Otwarty Fundusz Emerytalny held 729,748 shares, which represented 4.45% of the share capital of ACTION S.A. and entitled it to cast 729 748 votes, which represented 4.45% of the total number of votes at the Company's GM.

At present GENERALI Otwarty Fundusz Emerytalny holds 1,071,478 shares, which represents 6.53% of the share capital of ACTION S.A. and entitles it to cast 1 071 478 votes, which represents 6.53% of the total number of votes at the Company's GM.