



This report is prepared for the Warsaw Stock Exchange SA within the framework of the Analytical Coverage Support Program 5.0.

545/2025/AR/August 8, 2025

Company	LT fundamental recommendation	12M EFV (PLN)	ST market-relative bias	Analyst
<b>Action</b>	<b>Buy</b>	<b>27.2</b>	<b>Neutral</b>	<a href="#">Jakub K. Viscardi</a>

**Event: Sales and gross profit margin for July revealed.**

On Thursday, during the WSE trading hours, Action released preliminary sales and gross profit margin on sales for July. The Group's consolidated **revenues** reached **PLN 252 million** (up 27% yoy) and the **gross profit margin on sales** in July arrived at **7.5%** (+0.1pp mom/ -0.5pp yoy).

For **January-July** cumulatively, Action's revenues stand at **PLN 1,610 million** (up 20% yoy) with the weighted average gross margin on sales at **7.5%** (-0.4pp yoy).

**Expected impact:** *Neutral; news hit the market during WSE trading hours. After solid growths in May and June (up 35% and 32%, respectively), the Company's revenue dynamic has slowed down slightly which, in our view, stems from last year's more demanding base figures. The gross margin on sales – albeit under some pressure in yoy terms – remains quite stable in mom terms.*

*The report is not a recommendation within the meaning of Commission Delegated Regulation (EU) 2016/958 of 9 March 2016 supplementing Regulation (EU) No 596/2014 of the European Parliament and of the Council with regard to regulatory technical standards for technical arrangements for objective presentation of investment recommendations or other information recommending or suggesting an investment strategy and for disclosure of particular interests or indications of conflicts of interest.*