



Press release  
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## Action ranked favourite retailer in France 2023

Action, 3i's largest portfolio company, was ranked first in EY-Parthenon's annual study of France's retail landscape.

The [study](#) was carried out in January 2023 in partnership with Dynata, an opinion polling organisation, and involved the interview of a panel of over 9,300 consumers in France aged 18 and over. It measures the percentage of fans among customers that made a purchase in the relevant category over the last 12 months.

Experts from EY-Parthenon explained the success of Action, which achieved third place in the rankings in 2022, as its "offer focused on very low prices, but also - and above all! - on a shopping experience considered among the most efficient and pleasant (small pleasures, treasure hunt)".

Action had the strongest 'fan rate' of all retailers at 46%. The company also saw the best growth in fan rate over the year, with an increase of 8.4 points. This measurement has increased by 19 points in three years.

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### About 3i Group

3i is a leading international investment manager focused on mid-market Private Equity and Infrastructure. Our core investment markets are northern Europe and North America. For further information, please visit: [www.3i.com](http://www.3i.com).