



This report is prepared for the Warsaw Stock Exchange SA within the framework of the Analytical Coverage Support Program 3.0.

381/2023/AR

June 21, 2023

Company	LT fundamental recommendation	12M EFV (PLN)	ST market-relative bias	Analyst
<b>Action</b>	<b>Buy</b>	<b>20.8</b>	<b>Neutral</b>	Jakub K. Viscardi

**Event: Majority stake in bron.pl purchased.**

On Tuesday, during the WSE trading hours, Action informed about the purchase and the terms of the transaction related to commercial and investment cooperation with bron.pl (see below).

Action purchased a stake corresponding to 55.49% of the share capital and votes on the AGM of bron.pl.

- bron.pl is trading (i) the defensive equipment that doesn't need a permit to use, (ii) weapons and ammunition, and (iii) products for military or police use via internet stores, B2B wholesale platform, and its stationary shop in Częstochowa. Annual revenues from the sales of goods and services have not exceeded EUR 10 million.
- Under the agreement signed with bron.pl Action will purchase additional stakes of 39.99% in total in the share capital and votes on the AGM of bron.pl in 2023, 2025 and 2026.
- The Company will support the cooperation with bron.pl and its associates with respect to storage services, logistics, processing of deliveries, and funding while the parties related then and now to bron.pl will provide support with respect to professional knowledge and experience.
- The total transaction value (purchasing the shares and supporting the commercial activity of bron.pl) corresponds with 1.33% of Action's assets (c. PLN 10 million). The transaction was financed with the Company's own funds.

**Expected impact:** *Neutral, the information was released during Friday's market session. The Company assumes the transaction will allow for (i) broadening and diversification of the products offered, (ii) strengthening of the B2C segment, and (iii) increase of the high margin products in the Company's offer.*

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*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.*