

## **MANOMANO DOUBLES SIZE AND ANNOUNCES €1.2 BILLION IN SALES TURNOVER FOR 2020**

**- UK is the growth engine for the future -**

**4th February 2021** - [ManoMano](#), the European digital leader specialised in DIY, home and garden, announces its 2020 results:

- €1.2 billion in sales turnover in 2020
- +100% overall growth
- 50 million unique visitors per month (+70%)

2020 UK results:

- €105M sales turnover, representing a growth of +240% compared to 2019
- ManoMano now has over one million products
- 75% of sellers on the UK site are based in the UK

The company also announces that it is strengthening its business model and accelerating on three priority projects: building its European presence, particularly in Northern Europe, and increasing support for its merchant partners with dedicated services while offering a differentiated customer experience. To achieve this, it plans to expand its teams by recruiting 350 new employees in 2021.

**- By doubling its business volume in 2020, ManoMano confirmed the scalability of its model -**

"The year 2020 has been marked by a considerable increase in European consumers' digital expectations for DIY, garden and home products. It is thanks to the commitment and resilience of our teams and our retail partners that we have been able to meet this demand, and we would like to thank them for this." say Philippe de Chanville and Christian Raison, co-Founders and co-CEOs of ManoMano.

In total, ManoMano has 50 million unique visitors per month (+70%) and 7 million active customers (+100%). With 10 million products, ManoMano offers the largest catalogue on the market. Thanks to the community of Manodvisors - experts with a passion for DIY and gardening - its shopping advice for customers also generated 2.3 million conversations (+130%).

Additionally, 2020 marks ManoMano's acceleration in the European markets (Belgium, Spain, Italy, Germany and the United Kingdom), where the company achieves 40% of its business volume.

**- UK is THE most important market for ManoMano's growth -**

ManoMano saw a significant increase in demand in 2020, with sales turnover in the UK increasing by 240% to €105M with over 4 million sessions.

ManoMano is a selective marketplace pure player, which means it carefully selects its partners (which means not just anyone can sign up) to ensure a qualitative offer for customers. On the UK platform, 75% of sellers are based in the UK.

The UK is THE most important DIY market for ManoMano, estimated to be worth €50BN - one of the biggest B2C DIY markets in Europe (Euromonitor 2019). The digital penetration of the market in the UK is currently at 21%, which means for ManoMano, Europe's digital leader in DIY, home and garden, the opportunity to grow is significant. To support its growth plans ManoMano will introduce additional services to support its growing seller base and to help with raising and growing awareness, it is also making further investment into UK marketing, including TV advertising.

**- In 2021, ManoMano will continue to accelerate -**

"2021 is shaping up to be a year of consolidation of our product and service offerings for our customers, both individuals and professionals, and our merchant partners. It will also be a year of strong European acceleration in all our countries, particularly in the United Kingdom and Germany," explains Céline Vuillequez, COO of ManoMano.

To deliver the best experience for customers, ManoMano will continue to invest in technology and consulting. After its successful expansion in Southern Europe, the company now wants to strengthen its presence in Northern Europe, one of the most important markets along with Germany (€82 billion) and the UK (€50 billion).

ManoMano is banking on the development of services to support the digital growth of its merchant partners (sponsored products, shops dedicated to brands, etc.) and intends to continue recruiting new merchants and major brands.

With 650 employees at the end of 2020 (representing over 200 new hires in 2020), ManoMano wants to continue to attract and retain the best talent, with the aim of reaching more than 1,000 employees by the end of 2021.

**-ENDS-**

About ManoMano :

Created in France in 2013, ManoMano is the European leader in online DIY, Home and Garden.

Co-founded by Philippe de Chanville and Christian Raison, ManoMano, by federating more than 3,600 merchants, brings together the largest range of online DIY & gardening products, with more than 10 million items. The scale-up currently employs 650 people and operates in 6 markets (France, Belgium, Spain, Italy, Germany, United Kingdom).