

Under Embargo until Wed, 2nd of August 2017, 9am (CET)

Online Cleaning Marketplace Helping secures investment from Unilever Ventures

Berlin, 2nd of August 2017: [Helping](#), Europe's leading marketplace for booking household services like home cleaning, has announced today that it has secured an investment from Unilever Ventures. The investment by Unilever, one of the world's largest consumer goods companies, marks an important milestone in the home service industry.

The investment of Unilever Ventures follows multiple strategic partnerships between Unilever and Helping, ranging from co-branded marketing campaigns, in-store co-operation and content development; to the distribution of home care products to Helping customers. These partnerships have been rolled out across various markets in the past two years, including the UK, France, Singapore, and the Netherlands.

Benedikt Franke, co-founder of Helping, said: "Unilever has created some of the strongest consumer brands worldwide - to leverage their assets and expertise creates a strong benefit for us. The engagement of Unilever is an important mark of confidence on our path to establish Helping as the synonym for any help at home."

Over 90% of Helping's customers use the service on a weekly or bi-weekly basis, creating a unique recurring relationship. The investment by Unilever comes as Helping looks to include home care products in its offering for an even more convenient consumer experience. The two companies will explore further strategic partnerships as Helping continues to drive the online shift of household services.

Olivier Garel, Head of Unilever Ventures, said: "Home services is a hugely attractive and growing sector. Helping has proven over the last few years that it can build market leadership and achieve strong economies in this space. Our investment in Helping provides access to a market that is still in the very early days with tremendous potential."

Over the next 12 months, Helping will continue its path to profitability and will roll out additional household services internationally. A major area of investment is technological product development as Helping plans to increase the automation of the platform, enabling both customers and service providers to manage their relationships with even more ease and convenience.

About Unilever Ventures

Unilever Ventures is the venture capital and private equity arm of Unilever. They invest in early stage, promising companies, accelerating growth by providing access to Unilever's global ecosystem, assets and expertise. The fund looks to invest in tomorrow's world-beaters in Personal Care and Digital Transformation. Key focus areas within Digital Transformation include content creation, artificial intelligence, data analytics, e-commerce, internet of things, mobile marketing and video, in both developed and emerging markets. Unilever Venture's existing investments include notably Clavis Insight, Percolate, Blis, Gousto, Instacart, Blow, Nutrafol, Sun Basket, Illuminabeauty, Froosh, and Voltea. For further information, please visit: www.unileverventures.com

About Helping

Helping is the leading online marketplace for home services outside the US. On the website or via the app, customers can book a vetted and insured service provider and gain back free time within a couple of clicks. For service providers, the innovative online service makes it easier than ever to find new clients and to manage when and where they want to work.

Helping was founded in early 2014 by Benedikt Franke and Philip Huffmann. Among its investors are Rocket Internet, Mangrove Capital, Lakestar, APACIG and Accel. Helping currently offers its services in 9 countries: Australia, Germany, Italy, France, Ireland, UK, UAE, the Netherlands and Singapore.