

Helping extends business model to become Europe's market leader for household services

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SUMMARY

Helping, Europe's leading platform for booking a vetted and insured cleaner online, announced today the extension of its business model. Customers will now be able to book additional household services such as window cleaning, furniture assembling and painting work. This move will position Helping as the leading platform for booking household services online. The new services will first launch across 15 German cities including Berlin, Munich, Frankfurt and Cologne. The global launch will take place later this year, with the first country set to be the United Kingdom.

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After several months of trialing and testing, customers are now able to book multiple household services, including window cleaning, furniture assembling, carpet and upholstery cleaning, clearing out and painting work. Over the course of the next few months, the choice of services will be continuously extended.

In addition to partnering with self-employed cleaners, Helping is now working with more than 150 partner companies. All of whom have long-standing experience within the industry, and all of which have been fully vetted through a multi-level selection process. Helping is selecting such partners based on quality, reliability and price. This will save customers a time-consuming comparison, where they will now be able to book a service for a fixed price on their desired date through secure online payment. Partner companies will benefit by saving customer acquisition costs as well as handing over all matters such as invoicing and customer service.

Benedikt Franke, Co-Founder of Helping said: "Searching for a reliable window cleaner or painter has traditionally been an inconvenient and frustrating task. You typically have to wait weeks in order to book an appointment and the estimated costs rarely meet the final price. Our aim is to rearrange and improve another non-transparent market through technology. By the extension of our business model, Helping is firmly positioning itself as Europe's leading brand for household services."

Helping has already been laying the foundations for this step over the course of the last 12 months, with the company focusing on the progression of its technology and invested substantially into the reliability and quality of their customer experience.

Philip Huffmann, Co-Founder of Helping said: “The experience of bringing together 10,000 cleaners with over 100,000 households, as well as the technological maturity of the platform, offer the ideal basis for this strategic step. With the extension of the business model, Helping creates a marketplace, which mediates various household services from a single source.”

About Helping

Helping is Europe’s leading online marketplace for home services. 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, Lakesstar, APACIG and Accel. Helping currently offers its services in 9 countries: Australia, Germany, Italy, France, Ireland, UK, UAE, the Netherlands and Singapore.



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