



## **MANOMANO RAISES 125 MILLION EUROS TO ACCELERATE ITS EUROPEAN GROWTH**

### **With 125% growth, the UK market is at the centre of its growth strategy**

Paris, France, January 28th 2020 – [ManoMano](#), a leading European online marketplace for DIY, home improvement and gardening products, has announced the successful completion of its €125 million Series E fundraising.

The round was led by Temasek, a global investment company headquartered in Singapore, with broad participation from General Atlantic, Eurazeo, Piton Capital and Bpifrance (through their Large Venture fund), and Kismet Holdings.

The new fundraising round increases the total funds raised over the past six years to 310 million euros. This will allow ManoMano to further deliver on its growth strategy, with the aim of becoming the European market leader in the DIY, home improvement and gardening space. The funds will be used to continue the company's international expansion, and continue its tradition of customer-centric innovation with services like Mano Fulfilment, its category-specific logistics service, and Manodvisors, its community of experts and enthusiasts that support the company's customers with their project and purchase decisions.

"We are reimagining the standards of specialised DIY, home improvement and gardening at a European scale. We have to move very fast to beat traditional players and e-commerce giants," said Philippe de Chanville and Christian Raison, co-founders of ManoMano. "To allow each of our markets to follow the success of our French business, it is essential that we adapt to each European market, by creating the best local offer in each country, building active communities and developing innovative services." said the two co-founders.

### **ManoMano's recent results, with the UK leading on growth**

2019 was another successful year for ManoMano in which the company grew well in excess of 50%, and for the first time exceeded 600 million euros in sales with international markets (namely Spain, Italy, Germany and the UK) already contributing more than a third of sales figures. Growth was further accelerated by the launch of ManoManoPro in March 2019, which already contributes to 10% of sales in France.

The UK platform plays a major part in ManoMano's growth strategy, going from slowest to fastest growing market in the past twelve months with a growth rate of 125%. Sales in the UK reached €32M in 2019.

This fast-paced growth has enabled the company to create employment opportunities both in France and abroad, with 200 new recruits increasing its diverse and motivated employee base to 420 in 2019. In 2020, the company plans to add another 200 positions across its offices in Barcelona, Spain and Bordeaux, France and further expand its network of Manodvisors.

### **Services excellence at the heart of ManoMano's growth strategy**

With over 3.5 million active customers, ManoMano puts its mission to support DIY, home improvement and gardening projects from start to finish by providing a seamless user



experience in an increasingly digitalised world at the core of its innovation activities. In this context, the company will keep developing innovative products and services to improve the customer experience for both its B2C and B2B customer base as well as for its brand partners who sell their products through ManoMano's platform.

To further improve its service offering, ManoMano launched Mano Fulfilment, its category-specific logistics service, in France in November 2018 and in Spain in October 2019. This service will further support brand partners who sell through ManoMano's platform to serve an international customer base with best-in-class logistics services. Proceeds from this funding round will enable ManoMano to roll-out this service to all of its existing markets.

Furthermore, ManoMano intends to transform how people purchase DIY, home improvement and gardening products online by offering bespoke advice through its ManoAdvisors, a community of experts and enthusiasts with category-specific expertise. Customer support through this service is provided 7 days a week. In 2019 alone, ManoAdvisors had over 1 million conversations with customers across the company's target markets. The company will prioritise the progressive roll-out of its expert service to support customers in their project and purchase decisions, especially in the UK.

Finally, the company will continue to develop its B2B offering, ManoManoPro, with the aim to become the preferred business partner for building professionals. During the first 9 months since its launch, the service has already established a strong and loyal customer base and is one of the main websites in its category in France.

Morgan Stanley acted as the financial adviser to the company for the transaction.

## **About ManoMano**

Launched in 2013, ManoMano.co.uk is Europe's leading marketplace for DIY and online gardening. Co-founded by Philippe de Chanville and Christian Raisson, ManoMano brings together the largest offer of DIY & gardening online products: electricity, plumbing, hardware, frames, indoor and outdoor furniture, tools, etc. With more than 2500 seller partners and 4 million products, ManoMano currently employs 420 people and operates in 6 markets (France, Belgium, Spain, Italy, Germany, United Kingdom).

## **About Temasek**

Temasek is an investment company with a net portfolio value of S\$313 billion as at 31 March 2019. Temasek's Charter roles as an investor, institution and steward, shapes its investment stance, ethos and philosophy, to do well, do right and do good. Its investment philosophy is anchored around four key themes: Transforming Economies; Growing Middle Income Populations; Deepening Comparative Advantages; and Emerging Champions. Temasek actively seeks sustainable solutions to address present and future challenges, as they capture investment and other opportunities that help to bring about a better, smarter and more sustainable world. Headquartered in Singapore, Temasek has 11 offices around the world. For more information on Temasek, please visit [www.temasek.com.sg](http://www.temasek.com.sg)



### **About General Atlantic**

General Atlantic is a leading global growth equity firm providing capital and strategic support for growth companies. Established in 1980, General Atlantic combines a collaborative global approach, sector specific expertise, a long-term investment horizon and a deep understanding of growth drivers to partner with great entrepreneurs and management teams to build exceptional businesses worldwide. General Atlantic has more than 150 investment professionals based in New York, Amsterdam, Beijing, Greenwich, Hong Kong, Jakarta, London, Mexico City, Mumbai, Munich, Palo Alto, São Paulo, Shanghai, and Singapore. For more information on General Atlantic, please visit the website: [www.generalatlantic.com](http://www.generalatlantic.com).

### **About Eurazeo**

Eurazeo is a leading global investment company, with a diversified portfolio of €18 billion in assets under management, including €12 billion from third parties, invested in over 400 companies. With its considerable private equity, venture capital, real estate, private debt and fund of funds expertise, Eurazeo accompanies companies of all sizes, supporting their development through the commitment of its 270 professionals and by offering deep sector expertise, a gateway to global markets, and a responsible and stable foothold for transformational growth. Its solid institutional and family shareholder base, robust financial structure free of structural debt, and flexible investment horizon enable Eurazeo to support its companies over the long term.

Eurazeo has offices in Paris, New York, Buenos Aires, Sao Paulo, Shanghai, Seoul, Frankfurt, London, Luxembourg and Madrid.

Eurazeo is listed on Euronext Paris.

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### **About Bpifrance**

Bpifrance is the French national investment bank: it finances businesses – at every stage of their development – through loans, guarantees, equity investments and export insurances. Bpifrance also provides extrafinancial services (training, consultancy.) to help entrepreneurs meet their challenges (innovation, export...).

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### **About Piton Capital**

Piton Capital is a venture capital and growth equity firm based in London. It focuses on investments in online companies with network effects, such as marketplaces, platforms and exchanges. Its investment team members have deep entrepreneurial and investment experience, and have been instrumental investors in Betfair and QXL Ricardo, amongst others. Piton's portfolio includes companies like Auto1 Group, McMakler, DocPlanner,



Fanduel (merged with Flutter Entertainment/PaddyPower Betfair), MeilleursAgents (sold to Axel Springer), Watchfinder (sold to Richemont), Quandoo (sold to Recruit), Treatwell (sold to Wahanda), and DutyCalculator (sold to Borderfree).