



Kingfisher acquires **NeedHelp** services marketplace

NeedHelp is an innovative online platform that connects customers who need home improvement help with vetted professional tradespeople and other skilled experts. The platform is available either in-store or online.

The acquisition represents a key step forward in one of the Powered by Kingfisher's key strategic priorities: **to build a mobile-first and service-orientated customer experience.**

NeedHelp will continue to operate as an independent company and will seek to offer its installation capabilities to retail customers across the European home improvement sector, through its open architecture model.

The model



Commission charged to tradesperson on completed jobs.
Customers are individuals or SMEs.

How does it work?



Most popular jobs

- Kitchen installation**
- Painting**
- Flooring**
- Bathroom renovation**
- Walls / partition**
- Plumbing**
- Electrics**

Tradesperson vetting process

- 1 Check** ID, certifications, insurance, VAT number etc.
- 2 Test** new tradesperson on simple missions.
- 3 Monitor** response times, claims ratios, average ratings to find the best.
- 4 Verify** the tasks they have experience of.
- 5 Endorse** the very best to work with retail partners.

Other key benefits

- The platform provides customers with convenience, speed and competitive pricing for getting their home improvement projects done with the help of a tradesperson.
- One platform for customers to find a tradesperson for all of their home improvement needs.
- End-to-end platform manages bookings, payments and disputes, giving confidence for customers.
- Added value to tradespeople: insurance, business set-up and tax return support.

Key facts

NeedHelp was founded in France in 2014 by Guillaume de Kergariou, who will continue as CEO to lead the team and grow the business.

Retail partners:
12

Stores signed up:
650

Through its open architecture, **NeedHelp** already provides its services to customers of other well-known retailers.

Completed jobs in 2020*:
58,000
Up from 29,000 in 2019 *Estimated

Current operating countries:
6

France, Switzerland, Germany, Belgium, Austria, Netherlands

Existing Kingfisher partnerships:
BRICO DEPOT **castorama**

Planned expansion into the UK and Poland in 2021:
B&Q **SCREWFIX** **castorama**